

MARCH 8, 1954

# LEATHER AND SHOES

*The Magazine for Executives*

**"Solid Year" Forecast At Leather Show**

**Allied Show Stresses Sales Gimmicks**

**Rand Says Shoe Industry "Stabilized"**

**Retail Pace To Hold—Herrmann**

**Creative Selling vs The "Hard Sell"**



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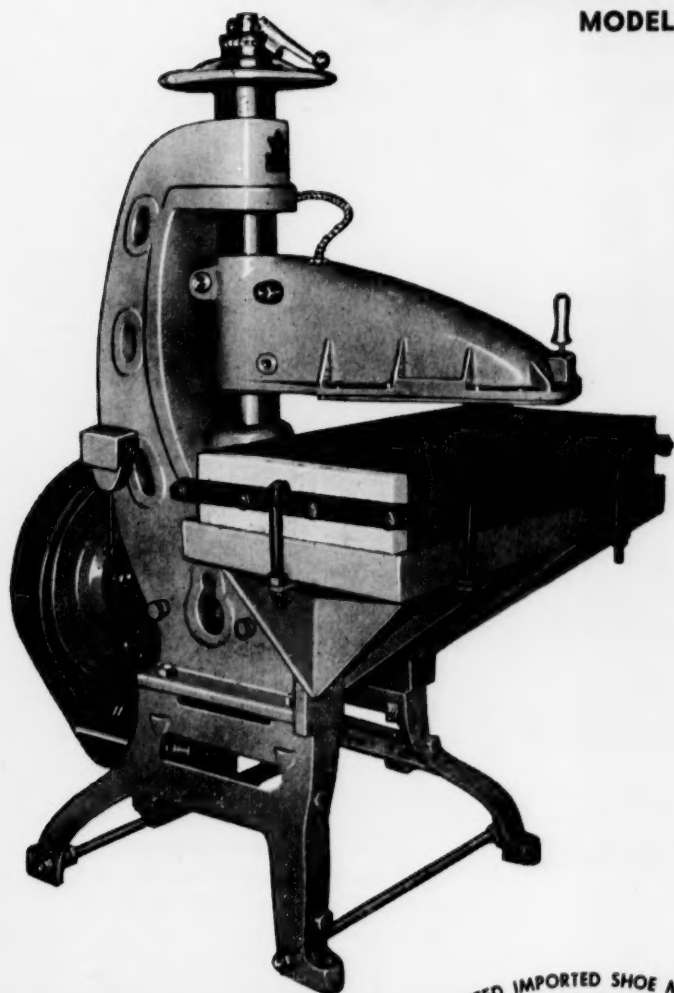
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# LISTEN TO THIS!

**Bass' boots.** Jerome Hines, Metropolitan Opera basso playing the lead role in the opera "Boris Godunov," was forced to sing his part with his feet pinched in tight boots. Hines, six feet six and a half inches tall, wears a size 12 shoe, couldn't find a pair of jeweled boots big enough to fit him while playing the role.

**School shoes.** Fifty years ago, only 11% of American youngsters went to high school, and only 5% graduated. More people are attending colleges today than went to high school only 30 years ago.

**What recession?** Private money supply is at an all-time high: \$200 billions, and still growing. Of this, \$38 billions is in E and H Savings Bonds — highest figure since the government started selling them in 1935. Rate of cash savings for past three years has been at \$17 billions annually—highest in the past decade.

**The growing smalls.** Small business has grown faster than the population. Since 1900, the population has risen 92 percent, while the number of small business has increased by 140 percent.



**SKI-HAPPY** and leather-clad is Joanne Norton, daughter of Joseph Norton of Eastern Industrial Oil Products Co., as she prepares to board TWA Constellation on three-week tour of European ski-centers. Joanne is wearing a greatcoat, dress and hat of lightweight white cowhide garment leather. Enough leather here for more than 80 pairs of shoes.

**More white collars.** There are about eight million white collar workers. Thirty years ago there were four factory workers for every white collar worker. Today the ratio is down to two to one. This has changed the shoe market picture—increased sales of business-dress footwear.

**Too much or too little.** One company (not in the leather and shoe industry) recently had this motto to offer its employees: "Make sure you are underpaid." Sounds worth considering.

**Plenty of variety.** Although automobiles have become such an important part of the American scene in the past 50 years, few people realize that fully 2,726 different makes have been sold in the U. S. in that time. Today, there are 21 different makes still being produced.

**Politician's footwear.** A wholesale firm located in Dallas, Tex., recently advertised shoes with "rubber and canvas soles." Question is whether the latter shoes are aimed at door-to-door salesmen or perhaps hopeful politicians ringing doorbells for votes.

## LEATHER AND SHOES

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### Departments

Editorial	8
News X-Ray	10
News	13
Stylescope	22
People	26
Military Buying	31
Leather Markets	32
Tanning Materials	34
Hides and Skins	35
News Quicks	39
Canadian Notes	43
Want Ads	45
Coming Events	46
Deaths	46
Index to Ads	46



### REPRESENTATIVES

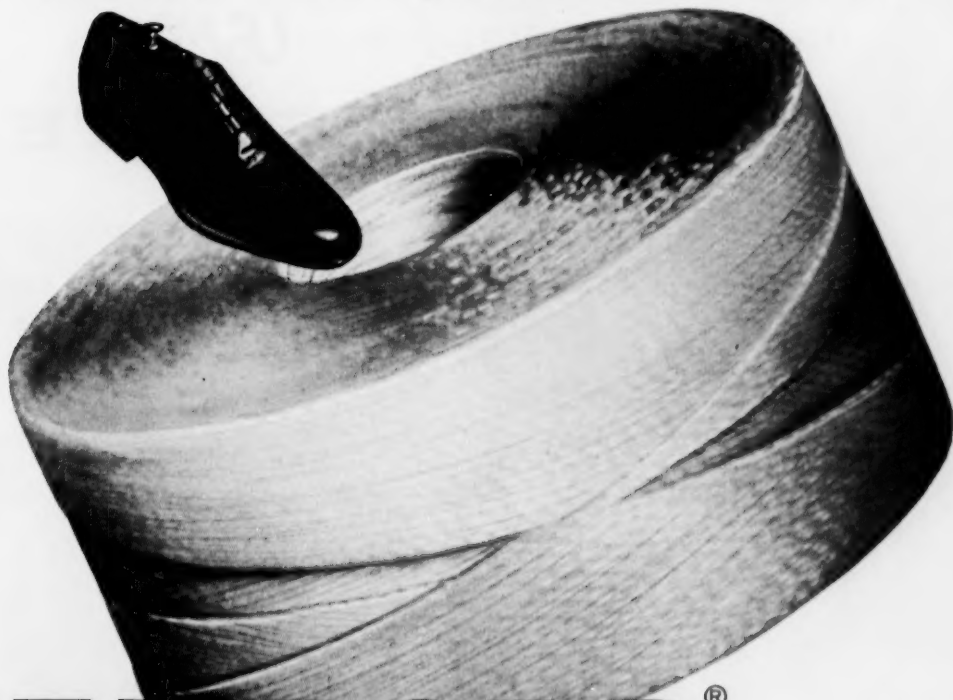
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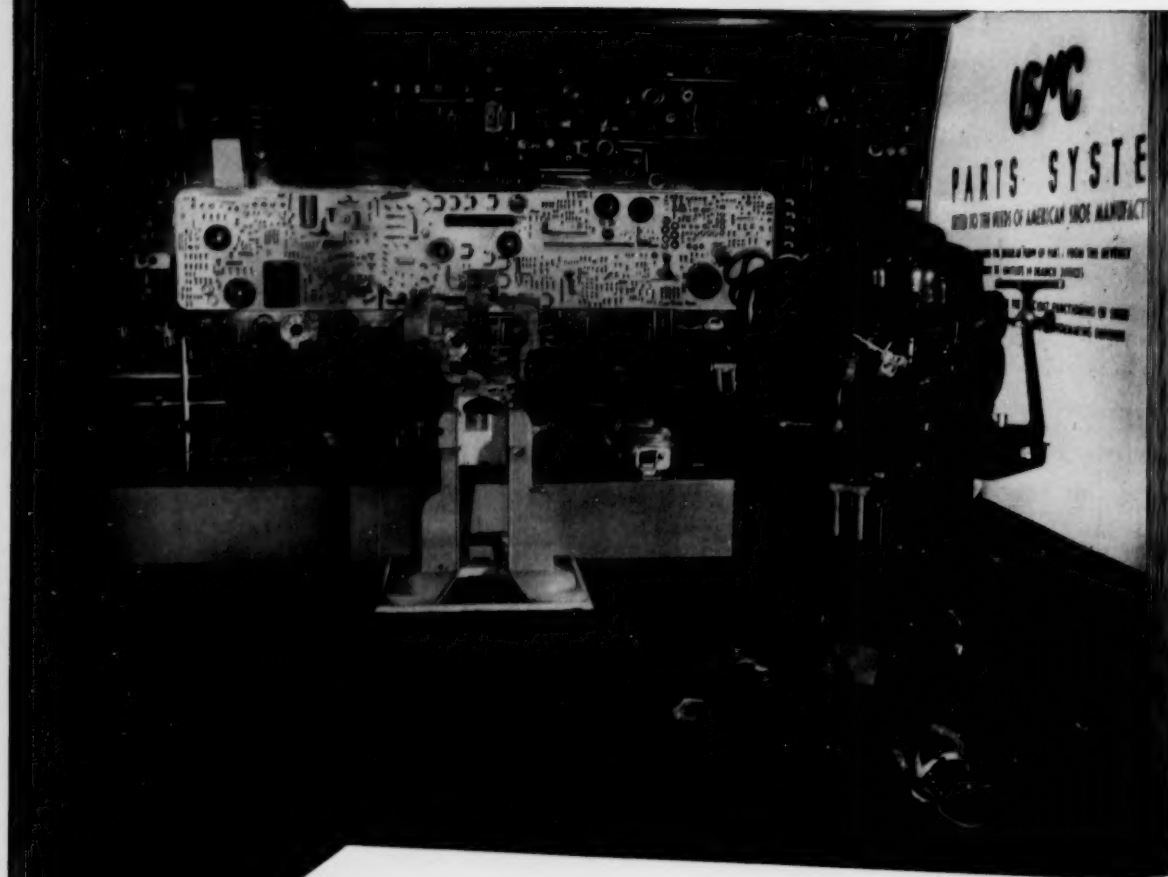
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## No Reason For A Negative Attitude In Shoe Business

The Industry's "Inferiority Complex" Is Unjustified;  
It's Time We Counted Our Credits and Blessings

**R**ECENTLY, a noted industrial analyst was compiling a report of a shoe industry study his firm has just completed. This man has made numerous such studies in a wide variety of industries. His comment struck us as highly significant because of its deep undercurrent of truth:

"Of all the industries I've studied, none expresses the negative attitude and subtle pessimism that I've found in the shoe industry. And, ironically, there is no other major industry that has less reason for such an attitude. Self-criticism is fine and makes for progress. But in the shoe industry there appears to be a strange inferiority complex which has no logical foundation."

In our discussion with this man he went on to point out the many difficulties faced by other industries—and yet those industries move forward with confidence and self-assurance that their problems are no worse than those experienced in other industries—and above all, the confidence of being able to overcome those problems.

But in the shoe industry, he went on, similar problems or difficulties were faced with a sort of resignation to a condition of semi-defeat. Labor problems; production problems; the high pressures of seasonal style turnovers; low profits; productivity; etc. These "problems" always seemed so insurmountable.

There was a good measure of undeniable truth to this man's findings. So, we started to compile a list of positive factors regarding the shoe industry — reasons why the industry could have cause to feel very proud of its progress, its accomplishments, its competitive position with other industries. In short, we began to list the industry's blessings. And here are some that we found — things possessed by the shoe industry to far greater degree than found elsewhere, or not found elsewhere at all:

**Stable production.** Few industries in this nation are so well buffered against any economic downslide as is the shoe industry. Per capita shoe consumption, and hence production, has shown an historic stability of production based on population. It is virtually a depression-proof industry — certainly a highly distinctive and enviable position.

In the depression years (1930-34), for example, two cents of every consumer dollar went for shoes, as compared with about 1.7 cents in later and more prosperous years. But in the furniture industry, for example, less than one cent went for consumer furniture expenditures in those depression years as compared with 1.6 cents in prosperous years.

**Worker output or productivity.** All industries strive to show steady improvement on this score. The shoe industry's per-worker output is the highest of any shoe industry in the world—nearly twice the output of the second closest nation. True, our per-man output has not been as high as we would like to see it. But perhaps few shoe men give full enough consideration to the fact that we are dealing with a product whose very nature—styling and the intricacies of ever-changing patterns—tend to slow productivity. But steady progress is evident. In the past 35 years we have cut per-pair worker time by nearly half.

**Fashion.** The U. S. shoe industry has assumed world leadership in footwear fashions, except for in certain specialized categories. Creative footwear fashion has kept pace with creative styling in all apparel fields, and in some instances has been a pace-setter. Moreover, incorporated into these smart footwear fashions has been the elements of fine fit, comfort, and other functional needs. This industry has reached a new high in combining the best factors of fashion and function.

**Profits.** Few companies or industries are ever wholly satisfied with their profit returns. We hear this industry constantly terming itself a low-profit industry. We hear that in any given normal year that some 50 percent of shoe manufacturers show a deficit or no profit.

Those are depressive figures. But it's a matter of figure manipulation. A manufacturer may realize only 3.5 percent on net sales, as compared with 5.6 percent for all industries combined. But the shoe industry's return on capital investment runs at least 10 percent—a figure realized by few industries.

**Technology.** We bewail our slow pace of technological progress. Yet in the past 15 years some 8,000 patents applicable to the shoe industry have been registered. Our factory methods have shown a substantial overturn and improvement in efficiency over the past decade. Our Factory Management Conferences have given a fresh impetus to technological knowledge and know-how.

**Quality of product.** We are today producing a better product at lower cost and price than ever before. And, relative to price (and consumer incomes), it is the best shoe buy to be found anywhere in the world.

**Per capita consumption.** We've been highly self-critical on this point, too. Yet in the past 30 years we've shown a 10 percent increase in per capita consumption of footwear. In some instances the rise has been much greater: 20 percent in infants'; 25 percent in women's; 40 percent in misses' and children's. Only men's and boys' have shown a decline. Build these latter two and the overall record could be sensational.

**210 Associates.** This organization is unique in all American industry, and certainly in the world. It is significant in that it symbolizes the deep fraternity and social bond of the thousands of men which weld this industry.

We could go on citing specific instances wherein the shoe industry has real reason to feel pride in its accomplishments. And, most emphatically, it points up that there is no genuine room for pessimism or negativism in shoe business. It's a damned good business to work in, live in.


It's time we sat down and counted our blessings and our credits.

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March 6, 1954

LEATHER and SHOES

9





# news X-Ray

Regal price cuts worth watching. . . Should shoe industry continue to expand this year? . . . Leather display a hit with solons. . . What's ahead for Peabody?



**Regal Shoe Co.'s latest price cuts —** \$1.00 per pair on men's shoes, effective March 1—worth watching. Regal reduced prices late last year on fall and winter lines but this was strictly a sale. Now comes announcement that most men's lines have been dropped \$1.00 per pair.

**Company officials frank enough in attributing cuts to lower leather prices.** And Regal has always been quick to take advantage of industry economic factors. Yet fact remains that spring shoe buying is due to begin within days at consumer level. Sales have been lagging somewhat but not enough, ordinarily, to require stimulation of a price cut shortly before Easter.

**Big question remaining is whether other manufacturers will follow suit.** Most say they are in position to do so. If Easter business is a flop, as appears highly unlikely, cuts are in line. But if Easter is at least normally active, manufacturers believe they can hold price line with a good spring and summer looming ahead.



**Results of Leather and Allied Products Shows not conclusive at this writing but opinions of industry leaders are.** One of more interesting is that of David Herrmann, president of both Miles Shoe and the National Association of Shoe Chain Stores. Herrmann believes that shoe industry should walk the middle line this year—not too cautiously but, at the same time, not recklessly.

**Specifically, Herrmann cautions against widespread expansion** today by both manufacturers and larger retailers. Admitting that "expansion and competition" is lifeblood of industry, he questions wisdom of merger trend, so evident over past two years. Implication is that top firms may be defeating own purpose in competing with each other for more facilities, more outlets. This is significant, coming as it does from head of leading shoe chain.

**Still another thoughtful opinion was advanced by Edgar E. Rand, president of International Shoe Co., the world's largest.** Rand told National Shoe Manufacturers' "Early Bird" Breakfast Meeting that shoe industry, unlike most others, has already experienced its

period of adjustment. Whereas other industries are feeling pain today of "adjusting" to peacetime economy with buyers' market, shoe industry has already come through this adjustment.

**This, in itself, is one of most comforting factors for year ahead, says Rand.** Because industry has taken its comedown, set its gears to needs of a buyers' market, promise of stability holds forth. Rand feels that short of hard recession hitting other industries, bringing widespread unemployment, both shoe production and sales prospects for 1954 are good.

**Much of Rand's observations are derived from his own experience with International.** Yet company has generally set pace for rest of industry. And its report for first quarter 1954 sales (see L&S, issue of Feb. 27) revealed overall sales holding to 1953 levels. Significantly, this year's figures include sales of Florsheim Shoe Co., now an International subsidiary. Last year's did not.



**Leather Industries' exhibit at nation's capital causing considerable excitement in press.** Stories and pictures of wide variety of leather products on display flooding newspapers this week. Solons and other dignitaries along with general public treated to impressive display of everything leather—cuff links, floor tiling, atomic gloves, along with shoes, garments, furniture and leather goods.



**What's to come of Peabody fracas?** Now that both tanners and union have put their licks in with City Councillors, situation appears unchanged and unimproved. Both labor and management have had another opportunity to air views, get a few things off their chests. City officials have been given points of view which they might have had already. The public, through the press, has been made more aware of how far apart union and management are in their basic thinking.

**Unless somebody comes up with a brilliant solution,** not yet evident, good possibility is that Peabody over coming years may wither away as a leather producing center. Tanners may not indulge threat to move out en masse, result may not be evident overnight, but change could be gradual.

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# LEATHER AND SHOES



*The Magazine for Executives*

## THE SIGNS LOOK GOOD

### Sampling Activity Extremely High At New York Leather Show

Tanners Confident Of Good Sales Year Ahead;  
Promotional Leathers Receive Much Attention

The leather industry can be assured of a wholesome level of business for 1954. That was the almost unanimous consensus emanating from the Leather Show in New York this week. A good sales outlook, firm prices, ample supply, steady but smaller lot buying, more emphasis on fashion—those were some of the highlighted "trends" seen and heard in New York.

As a whole, sampling was excellent. There was little or no talk of "recession" hitting shoe or leather business this year. In fact, much of the general feeling leans toward the optimistic and confident side.

The "slump" in shoe factory activity which started last August and continued over the next several months, appears to have passed its peak.

Perhaps the most significant fact coming out of the Show—and the soundest barometer of outlook for leather business ahead—was the matter of inventories. From all reliable sources came reports that retail inventories have shrunk to sub-normal levels. The reason is clear. During last summer and fall, retail inventories had risen above the water line, though not to any exaggerated degree. However, it was sufficient to level off buying. Added to this was undue caution—and perhaps some fear—resulting from expectation of the much-heralded recession. Retailers pulled in their buying horns, took a wait-and-see attitude.

Meanwhile, consumer buying con-

tinued at normal levels, eating away at retail shoe stocks until these stocks reached, as at present, sub-normal or at least normal levels. Now retailers need shoes. They can't hold off much longer, is the consensus.

Shoe manufacturers likewise have little stocks of leather. Tanners, also, are holding no inventories of any consequence.

**This inventory situation** is something delicate to watch, according to experienced observers. Continued consumer buying could touch off a buying spree by retailers in late spring, followed by a buying spree by manufacturers and tanners. Not a boom, but a brisk uplift from the recent and current small-lot buying.

Tanners have reported that January sales have proved surprisingly satisfactory in most instances. And that February will prove the same. The small-lot orders that seemed to be prevalent in January and February were discouraging to some—until the month's totals were added. The final figures were highly gratifying. March and April are expected to show a substantial pickup.

Some tanners say that they almost prefer small-lot buying. First, because a better price deal can be made on smaller lots. Second, small-lot buying applies less pressure to credit, permits dealing with more of the smaller firms.

On the other hand, other tanners report that to obtain orders they have

had to shave prices pretty thin to maintain factory activity.

**A very high level of sampling**—an important business-ahead indicator—was evident in almost all leather booths. The industry appears to be sensing a sharp bounce-back from the low production levels of recent months. Numerous comments were pointed at April as the start of the sharp return to higher output. The feeling is that retail stock, following Easter business, will be at extremely low levels, and retailers will be coming to market in strong force.

This, coupled with the expectation of good shoe business for fall, indicates the need for shoes and leather to get inventories in readiness to cash in on that business ahead. Predication of a 500-million-pair shoe year by almost all sources, means the necessity of a production pickup in the months ahead to achieve that figure by year's end.

**Prices showed no signs** of immediate softening or firming. Any strengthening of prices in the months ahead depends upon how strong demand will be for leather and rawstock if the expected sharp pickup in shoe production occurs in late spring.

However, the generally heavy supply of rawstock may be sufficient to counteract any serious upward price pressures. Nevertheless, there is some feeling that hide prices (currently the lowest since 1941) will soften slightly more before firming. Much depends upon foreign buying of U. S. hides—thus far the rescuing factor for hide business. However, there are still not enough of the desired lighter hides available.

Suede business, incidentally, has begun to show a real pickup. Buying in recent months was concentrated in the smooth and grain finishes, due to the predicted fashion trends. However, consumer demand held at normal levels for suede shoes. As a result,



many retailers, including some of the large chains, found themselves short on suede shoes. Some of these retailers have placed substantial orders for suedes to fill depleted stocks.

**From the fashion angle** the Show was a decided success. Manufacturer interest in "new ideas" (colors, finishes, treatments, etc.) was high, due to the desire to stimulate sales with promotional features.

This was one major reason for the high degree of sampling at the Show.

Adding it all up, tanners see a wholesome sales and production year ahead—a more active period than has existed over the past months. Promotional leathers in particular will get a stronger-than-usual call. And tanners see this as a favorable sign in helping to get new leather themes into the center of the merchandising ring, instead of playing around the fringes, as in past seasons.

## ENCOURAGING RESPONSE

# Allied Shoe Products Show Brings "Better Than Anticipated" Business

Shoe Men's Needs For Fresh Selling Themes Inspire Heavy Sampling, Good Outlook

Exhibitors at the Allied Shoe Products Show in New York this week reported "far better than anticipated business" during the four-day exhibit period. Some exhibitors said that sampling was better than in several past seasons.

Biggest day, of course, was Sunday, February 28. The Show opened officially on Saturday, though traffic was relatively quiet on that day.

But perhaps even more significant than the actual orders and sampling was the general tone of optimism that prevailed among the allied shoe people. Said one leading firm representative, "All the shoe folks we talked with during the Show felt confident that we are facing a period of good business ahead. Some factories are going full force, while others are planning to add help. This isn't the national pattern, but to us this is a significant indication of what may shortly be a trend."

Countless shoe men interviewed said they were eagerly seeking "new themes and treatments" to give sales stimulus to their fall lines. And therein was the keynote of the heavy sampling that took place during the Show.

Another significant comment: "There's more turnover in shoe fashion trends and ideas this season than in a long time — in patterns, materials, ornamentation. This calls for a whole fresh approach to styling our lines. We can't 'doctor up' shoes of past seasons with slight changes.

The changes are more radical. We've therefore had to come to market to pick up ideas and items suitable for the changes we have in mind."

**The generally good outlook** for shoe business also boosted the spirits of the 160 allied trades exhibitors. General consensus among shoe men is that a wholesome spurt in shoe business can be expected in late April. Retail shoe inventories are already at subnormal levels. A good Easter business would cut stocks even further, require substantial replacement orders. Shoe men in general are banking upon this to happen, with consequent upbeat in shoe production activity.

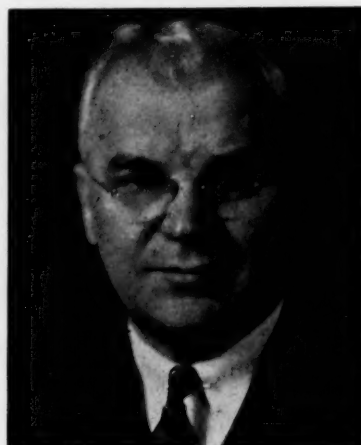
The inventory caution displayed by many retailers was cause for some comment at the Allied Show. One interesting comment: "Retailers are making a recession of their own. When a customer enters a store and can't find the shoe or size he wants, it's no sale. That's a recession right there."

**The consensus is** that retailers in many cases have been over-cautious in their re-ordering. The talk of "coming recession" that has been frequent in recent months has instilled undue caution in retailers. This has been reflected in lack of buying—and in inadequate inventories.

But over-all, few members of the allied trades expect to see a dull period ahead. The Show gave ample reason for optimism.

## Leonard Schaden Retires

Leonard Schaden, sales manager of Eagle-Ottawa Leather Co., Grand Haven, Mich., has retired from business, effective March 1. He will be 74 years old in August. However, he



will remain with the company serving in an advisory capacity on the board of directors.

Schaden has been with Eagle-Ottawa as sales manager for the past 22 years, but has been in the shoe and leather business for the past 58 years.

Before coming with Eagle-Ottawa he was sales manager for 10 years with Carl E. Schmidt & Co., Detroit. And prior to that he was in the shoe manufacturing business for 19 years with H. S. Pingree Shoe Co., Detroit, makers of men's, women's and children's shoes.

Schaden is leaving for Europe in April for a combined business and pleasure trip for six or seven weeks.

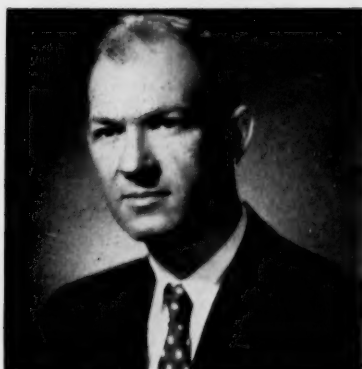
## New Regano Agent

Regano Box Toe Co. of Haverhill has appointed A. E. Piekenbrock Co. of Milwaukee as its sales agent for Wisconsin, Minnesota, Northern Illinois and Iowa. The appointment was announced by Edward Regan, treasurer of Regano.

Piekenbrock formerly operated the Piekenbrock Shoe Co. factory in Keokuk, Iowa. In recent years he has represented various shoe supply firms, including Barbour Welting Co., Avon Sole Co., Garlin & Co., and others.

Robert Piekenbrock is now associated with his father in the firm and will travel out of the Milwaukee headquarters.





PROMOTED at Armstrong Cork Co. are, left to right: Douglas M. Smith, newly appointed manager of the Shoe Products Department, and Charles T. Potts, former Shoe Products Manager, who becomes manager of Armstrong's Felt and Fibrous Products Department. Potts had headed the Shoe Products Department since 1950 while Smith, who joined the company in 1945, was named assistant manager of the Industrial Adhesives Department in 1949.

### **NOT ABSOLUTELY PAINLESS**

## **1954 Retail Shoe Sales Should Hold 1953 Pace Despite Adjustments**

But Industry Has Been Guilty of Playing Too Much "Follow-the-Leader" in Expanding

By David Herrmann  
President, Miles Shoes

I have been requested to discuss current and future business conditions in the shoe industry. If I sounded a keynote of unqualified optimism, you'd probably criticize me for being naive, or much worse, for assuming that you were.

I prefer to leave any economic prognosis to the professionals, a number of whom are present on the dais this morning. I'm certainly not pessimistic, but rather realistic and, consequently, will devote the comparatively few minutes allotted to a discussion of some of the most important problems confronting the retail segment of our industry.

Sales volume for 1954 should remain very close to 1953 levels. However, the shift to peace time economy will not be absolutely painless. It will require constructive planning and adjustments by most organizations,

to insure the maintenance of their relative position in the industry and the continuance of a satisfactory profit level.

We can become overcautious, and easily budget ourselves into a tailspin. We will inevitably attain the losses we plan, and set up a chain reaction which may be difficult to correct. We can't equal or beat last year's volume, if we implement a defeatist attitude and plan for less. Nine pairs of shoes won't produce ten sales, and current inventories are not sufficiently high to make up the difference. Obviously, merchandise plans must be based on recent trends and regional considerations, which vary in different sections of the country. But it is my opinion that the average retailer, who has enough of the right merchandise at the right time, will meet, or closely approximate, last year's figures for comparable stores.

Retail price levels should remain relatively stable. Operational costs

have skyrocketed during the last decade to a point that should preclude any general downward adjustment, even if that appeared to be the rather dubious answer in the quest for additional unit volume.

There was a time within our memory, when the acquisition of additional stores was a reasonable guarantee of increased earnings. Those were the days when operating expenses were considerably lower, practically static, when prime locations had not reached the saturation point in number of competing retail units, and before the inevitable Law of Diminishing Returns made just one more shoe store in the area a local catastrophe for all stores, including the new one.

**Expansion and competition** is the life-blood of any industry. But in our industry, in recent years, we have been guilty of playing too much of the game of "follow-the-leader." Too many competing stores have been opened in too many communities, without regard to vital statistics, market analyses, and a careful appraisal of profit potential. Expansion based on hunch, on hopes, or only for the purpose of meeting an expansion quota the easy way, adds nothing to industry volume or total shoe production. It just divides the same size pie into more pieces, and imprudently wastes capital expenditures, which would yield greater returns if better judgment were exercised.

There are still many frontiers for retail expansion which have not been conquered, or even explored. There are literally hundreds of communities in the United States with growth elements, in which the potential shoe market has not been sliced so fine that it is impossible to earn an adequate return on the investment.

Retailers are becoming increasingly interested in planned shopping centers. The shoe industry appears to be well represented in many of these projects. However, expansion in this direction cannot be promiscuous. Many of these shopping centers fulfill a genuine economic necessity in relieving congested urban areas. Others will be erected purely as real estate ventures, with no economic justification for their existence. It will require careful study to separate the wheat from the chaff.

Main Street will always be Main Street, and should remain the backbone of retail volume for years to come. If influential local merchants will expend the necessary effort, and exert their influence on municipalities, to provide adequate free parking facilities, the city will increase

Talk delivered at NSMA Membership Breakfast, March 1, New York.

the value of its taxable real estate, the merchant will increase the value of his investment and, in many cases, obviate the necessity of operating two stores to do the job of one.

To digress momentarily, I think, because of many factors, it is more important this year than at any time during the last decade, for both retailers and manufacturers to recognize their mutual responsibilities. Retailers have not only an obligation to, but have a tremendous stake in, keeping their sources in business, in helping them operate consistently at a reasonable profit. Retailers, through sound merchandising, can level off the peaks and valleys so costly to factories, and which also preclude retailers from obtaining their necessary quota of desirable merchandise by failure to use full

productive capacity on a year-round basis.

Manufacturers, conversely, can assist retailers, by maintaining consistent standards of quality, and adhering to scheduled deliveries which tend to keep markdowns at an irreducible minimum.

We can't minimize our problems or the element of uncertainty, during this transition to the peace time economy we all prayed for. We can't rely on consistently soaring volume to absorb mistakes. But careful merchandising, elimination of wasteful buying, prudent planning of capital expenditures, courage evidenced by maintaining service, quality, adequate stocks, and sustained sales promotional campaigns, should result in another successful year for all segments of our industry. I am confident that it will.

*Magazine*, involves you because it sells shoes. You ought to know the purposes so that you can take advantage of them.

Let me state the premises for all of our advertising.

First, we believe that the entire economic background in this postwar era contains potentialities for consumers' goods which have not been generally realized and certainly not exploited. The rise in the standard of living has brought changes in human wants and desires. People are aware of the better things in life on a mass scale. They want steak, not hamburger. Many of them acquired better things in durables, in their capital goods investment such as a new home, a new car, a washing machine or a deep freeze. Now people are beginning to apply the same higher standard to the things they live with in a personal sense, the clothes on their backs and the shoes on their feet.

Second, we believe that the sheer pressure of rising operating costs is compelling manufacturers and distributors to think more and more about dollar volume. Units are important, yes, but the scramble for unit volume can be self-defeating unless dollar volume increases at least commensurately.

Third, we believe that every advertisement we run in a national medium must serve the clear interests of tanners, manufacturers and retailers. It must be an ad which helps sell merchandise at a profit.

Fourth, we believe that advertising and promotion, particularly for goods which are traditionally regarded as staples, fall flat if they are general, vague, or cannot be merchandised by a retailer. Therefore, and this is the crux of my remarks, every one of our advertisements serves as a creative peg for imaginative, forceful and productive retail selling.

It is our opinion, and the funds expended by Leather Industries of America are staked on that opinion, that you cannot motivate or create desires in a mass market for staple goods without concerted merchandising action and without genuine, concrete and compelling appeals upon which that action can be based. If the individual companies in our industry are too small to wield mass influence in a mass market, then concert of promotional effort is essential. That effort can be focused profitably through advertising and promotional themes and ideas which have a direct and specific appeal to consumers, and which are made to order as a selling tool for retailers.

## **MAKING CONSUMERS BUY**

# **How Consumers Can Be Motivated To Buy More And Better Shoes**

Fresh Merchandising Can Build Dollar Volume For The Shoe And Leather Industries

By Irving R. Glass  
Tanners Council Of America

The real subject here is consumer motivation. How and why can consumer desire for more and better shoes be filled, to the greater satisfaction of consumers and to the enhanced dollar volume and prosperity of the shoe and leather industries?

For more than a year Leather Industries of America has been engaged in an intensive national program of publicity, promotion and advertising. The prime purpose of this program is to enhance the demand for leather. Consumers, however, do not buy leather. They buy leather shoes and other finished products. Therefore the practical objectives of the Leather Industries of America program must be concerned directly with stimulating demand for leather shoes, accessories and other leather goods. In that sense everything the tanners do affects the shoe industry. Our program is as much or more to your ad-

vantage than it is to the immediate advantage of tanners.

The Leather Industries of America program represents the first time that a significant and consistent effort has been made to do a promotional job on a national scale for leather and its products. It would be impossible to cover here all of the detail, the range and diversity of Leather Industries of America's publicity and advertising activities. We believe they are worth your attention. It will interest you to know that membership in Leather Industries of America includes some shoe manufacturers. I think credit is due those companies for their objective support of a program that is in the interest of the entire shoe industry.

What I do want to talk about briefly is that part of the Leather Industries of America program of immediate and direct interest to you—our advertising. The advertising in national media such as *Life*, *The Saturday Evening Post*, or *McCall's* or *Parents'*

Talk given before National Shoe Manufacturers Association, New York, March 1.

**Talking shoes generally is not enough.** There has to be a ground swell built periodically around a single idea to capture consumer imagination, to give the retailer and his sales people a handle, a pitch, a talking point, a selling theme. The Leather Industries of America ads set up those ideas.

Our experience over the past year with a number of ads has taken our thinking right out of the realm of theory and made it a fact. We have found that retailers want ideas, are anxious to use them, ask for them. With each ad the response from the stores has grown until today we are besieged for advance information on the program and even for exclusives in a given city or town.

We have just had an experience with several ads which illustrates the theory and the fact. Last month the first of a series of ads was carried by *Parents' Magazine* carrying a message to parents which we have always taken for granted—shun outgrown shoes; avoid hand-me-downs; have your child fitted regularly and frequently. Reproductions of the ad and a merchandising kit were made available to retailers. The response not only exceeded our expectations but it also strained our budget to the breaking point. Some 22,000 reprints

requested by retailers, thousands of merchandising kits, and above all a single message of approval from hundreds of stores—a good idea; it helps sell shoes; what comes up next; will you let us know?

**Let me tell you about** an advertisement which hasn't appeared yet but which is also straining our staff and resources. *Esquire* in April will carry a spread on "Men of Action Leather." The theme is something we have talked about for years—shoe wardrobes for men. What the ad and the entire promotion going with it demonstrate is that the shoe wardrobe is a way of life for men now, not for Madison Avenue, but for you and me and everyone else. It shows shoes for work, for play, for sport, for evening. And to the retailer will go a battery of material for advertising, for store display, for windows, for counters and even stuffers for customer mailings. The ad dramatizes an idea. It takes shoes out of the vague class of staple goods which people take for granted. It gives life to the desire for possession and provides the retailer with a direct selling force.

There are several other ideas spearheaded by national ads which are going to work for you this spring. In each case they have attracted the

kind of retail support which proves that clear and specific promotional themes help sell shoes. The strength of that growing response at retail is this: As more manufacturers and retailers get together behind a solid promotional idea, backed up by national advertising, the sales results pyramid. The reason is exactly the same as when the women's clothing industry gets uniformly behind a change in skirt lengths.

**In a couple of months** the curtain is going to rise on a selling idea which we think will be profoundly effective and important. The idea is something we have talked about in other terms for more years than you or I care to remember—Seasonality. Our campaign does not mention seasonality. It is sparked by Tropical Leather.

We think, and preliminary market tests have been astonishingly favorable, that Tropical Leather is a natural for the shoe industry and particularly for men's shoes. The range of colors and finishes available in leather, in Tropical Leather, is a key to a completely new concept for consumer footwear. It opens the way for profitable selling, for capturing consumer imagination with shoes that can build dollar volume rather than destroy it. The Tropical Leather cam-



## The SPEEDFLEX Cementer

In every way a better machine;  
simple to operate — easy to clean  
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a Boston Machine Works cementing machine. We have a machine in stock — or can make it for you. For the *right* application of cement, call us . . . now.

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Kitchener, Ont.

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Johnson City, N. Y.

Cincinnati, Ohio

Milwaukee, Wis.

St. Louis, Mo.

Los Angeles, Cal.



paign is being planned as a long-range undertaking. We have no doubt that the manufacturers and retailers who exploit that theme, who utilize the pre-selling job done by Leather Industries of America will benefit very directly.

In brief I have told you our program, its objectives and what they mean to you. Leather Industries of America has built up a blood bank

of ideas and we propose to keep pitching them regularly through the course of the year. May I suggest that any of you who have not contacted Leather Industries of America previously, who have not tried to use our advertising and promotions in your merchandising and selling, will find it very profitable to get the full story and details from Leather Industries of America.

## **GOOD PROSPECTS**

# **General Shoe Looks Ahead To Active Business In 1954**

Business prospects for the balance of 1954 "look very good," according to Henry W. Boyd, Jr., president of General Shoe Corp., Nashville, Tenn.

Boyd told the annual meeting of stockholders at Nashville on Monday morning, March 1, that Easter 1954 sales should prove "one of the best the retailers have ever had."

He added that although retail inventories may be "a little on the low side," the company is in a position to give retailers prompt service from in-stock departments on most types of shoes.

Boyd also pointed out that the public is extremely shoe conscious and brand-name conscious, a trend which he claimed was becoming more and more important with all retailers.

The General Shoe president said that the national "New in Shoes" program is proving very successful in helping retailers to present to their customers the shoe selections they have to offer.

He also pointed out that the shoe industry is now undertaking a special program in connection with the sale of men's summer shoes. He said the industry had developed some very important shoes in this connection and that the promotions now being planned should have quite an effect on shoe business.

Boyd told company stockholders that the recent consolidation of the I. Miller operations has put the company in a position of now covering all of the important types and grades in the shoe industry.

He explained that each of the operating divisions of General Shoe

were now set up on a decentralized basis, with individuals in charge to properly manage that particular operation. He added that this work is coordinated through central staff policy groups, to help make the whole operation to operate more effectively.

Directors for 1954 are William M. Blackie, Henry W. Boyd, Jr., Jack R. Braden, Sam A. Buchanan, Earle T. Bumpous, H. Nelson Carmichael, Noble C. Caudill, Charles W. Cook, W. Maxey Jarman, J. Harlan Lawson, J. Richard McCollum, Bernard E. Reed, James P. Saunders, Houghton D. Vaughn, Billy P. Weisiger, Felix M. Weisiger, William H. Wemyss, Matt S. Wigginton, Otis C. Williams, Ben H. Willingham and E. DeVaughn Woods.

## **IFLWU Beaten**

Tannery workers of Michigan Tanning & Extract Co., Boyne City, Mich., subsidiary of Howes Leather Co., Boston, have voted in favor of representation by the AFL United Auto Workers in an election sponsored by the National Labor Relations Board.

Of 233 eligible votes, a total of 222 ballots were cast. Of these, 157 favored the UAW, 44 were for the CIO United Stone and Allied Products Workers of America, and only 16 favored International Fur and Leather Workers Union. The remaining five votes were cast for "no union."

Petition for the NLRB election was filed originally by the UAW. Both IFLWU and the CIO intervened. The latter was bargaining agent for Michigan Tannery workers until two years ago.

## **PICKUP AHEAD**

# **Rand Sees Outlook Wholesome For Shoes**

**Says Signs Better For Shoe Industry Than For National Economy As Whole**

For shoe business the outlook is much better than for many other industries or for the national economy as a whole. This was the belief expressed by Edgar Rand, president of International Shoe Co., at the breakfast meeting of the National Shoe Manufacturers Association in New York, March 1.

"There was no excessive shoe production in 1953. Inventories of wholesalers and retailers are not heavy. There is no surplus of hides and skins. There is likelihood of price stability in rawstock. Present hide prices are lower than in 1941, 13 years ago.

"Retail shoe business looks wholesome. Consumers are buying well. Per capita consumption of shoes can be expected to hold at normal levels. And there has been no overpricing of shoes. Shoe prices look stable. There is no 'fat' in shoe profits that can be shaved off, and hence there is no outlook for price reductions."

Rand said that most of the general economic "readjustment" had been made by other industries, as well as for the economy as a whole. There is no boom ahead, but we can look for a pickup, he said. "We are, however, in some kind of mild recession. Whether it develops into something more serious depends upon public psychology."

## **Kinney Sales Record**

Sales of G. R. Kinney Co., Inc., New York shoe chain, reached a new record of \$44.4 million during 1953, George L. Smith, president, reports.

In a preliminary report to stockholders, Smith said earnings per share advanced 40 cents over 1952 despite a larger number of shares outstanding.

Consolidated net income totaled \$1,261,228, an increase of \$78,355 over 1952. Earnings amounted to \$4.55 per common share as compared with earnings of \$4.15 per share a year ago.

However, net operating profit declined \$168,000 due to higher costs. Working capital rose \$12,505 to \$7,951,056.

# PRODUCTION AND SHIPMENTS, BY GEOGRAPHIC DIVISION AND BY STATE: 1952-53

(Quantities in thousands of pairs; value of shipments in thousands of dollars)

Geographic division and State	Produc- tion Decem- ber 1953	Shipments				January-December 1953			January-December 1952		
		December 1953	December 1953	December 1952	December 1952	Produc- tion	Shipments	Value	Produc- tion	Shipments	Value
		Quantity	Value	Quantity	Value	Quantity	Quantity	Value	Quantity	Quantity	Value
<b>UNITED STATES,</b>											
<b>TOTAL .....</b>	<b>38,021</b>	<b>34,496</b>	<b>\$130,596</b>	<b>39,451</b>	<b>\$145,332</b>	<b>501,180</b>	<b>497,689</b>	<b>\$1,825,364</b>	<b>508,534</b>	<b>509,011</b>	<b>\$1,841,770</b>
<b>New England .....</b>	<b>12,197</b>	<b>10,883</b>	<b>38,636</b>	<b>12,415</b>	<b>44,427</b>	<b>166,037</b>	<b>165,344</b>	<b>580,153</b>	<b>169,517</b>	<b>169,026</b>	<b>591,174</b>
Maine .....	2,674	2,202	7,213	2,389	8,298	37,985	37,853	125,819	37,917	37,532	124,668
Massachusetts .....	6,430	5,962	22,002	6,686	24,634	86,150	85,862	310,372	87,125	86,934	313,799
New Hampshire .....	2,814	2,500	9,034	3,057	10,995	37,773	37,504	136,437	40,412	40,401	144,150
Other States .....	279	219	387	283	500	4,129	4,123	7,523	4,063	4,159	8,557
<b>Middle Atlantic .....</b>	<b>10,276</b>	<b>9,583</b>	<b>27,914</b>	<b>11,318</b>	<b>31,319</b>	<b>145,126</b>	<b>143,305</b>	<b>393,877</b>	<b>145,689</b>	<b>146,020</b>	<b>396,638</b>
New York .....	5,565	5,256	17,096	6,630	19,723	80,783	79,991	240,224	82,908	82,780	242,549
Pennsylvania .....	3,970	3,596	9,936	3,891	10,510	53,480	52,602	139,451	52,474	52,657	140,109
New Jersey .....	741	731	882	797	1,086	10,863	10,712	14,202	10,307	10,583	13,980
<b>East North Central .....</b>	<b>5,582</b>	<b>4,882</b>	<b>25,087</b>	<b>5,439</b>	<b>28,011</b>	<b>69,237</b>	<b>68,671</b>	<b>346,429</b>	<b>70,696</b>	<b>70,671</b>	<b>348,519</b>
Illinois .....	2,466	2,341	11,409	2,618	12,661	29,953	29,887	142,772	30,395	30,485	142,582
Ohio .....	1,466	1,105	5,393	1,154	5,867	18,235	17,852	81,601	19,360	18,836	84,625
Wisconsin .....	1,287	1,129	6,454	1,297	7,458	16,979	16,858	97,972	16,985	17,301	98,628
Other States .....	363	307	1,831	370	2,025	4,070	4,074	24,084	3,956	4,049	22,684
<b>Other Divisions .....</b>	<b>9,966</b>	<b>9,148</b>	<b>38,959</b>	<b>10,279</b>	<b>41,575</b>	<b>120,780</b>	<b>120,369</b>	<b>504,905</b>	<b>122,632</b>	<b>123,294</b>	<b>505,439</b>
Missouri .....	4,890	4,555	20,850	5,044	21,920	59,449	59,123	267,894	60,959	60,671	269,973
Tennessee .....	1,760	1,647	6,905	1,848	7,932	20,508	20,776	89,160	20,777	21,628	93,729
Other States .....	3,316	2,946	11,204	3,387	11,723	40,823	40,470	147,851	40,896	40,995	141,737

# LEGALLET

**GLOVE-TANNED  
MOCCASIN COWHIDE LEATHERS  
ALL SEASONAL COLORS**

**GLOVE LEATHERS**  
goat, cow and deer

**LLANA  
GARMENT LEATHERS**  
goat and cow

**LEGALLET**  
tanning company

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REPRESENTATIVES:

Pavl Wedseftoff, 407 East Michigan Street, Milwaukee 2, Wisc.

John A. Dauer, 177 William Street, New York 7, N. Y.

Industrial Leathers, 722 East Washington Blvd., Los Angeles, Calif.

Allen Leather Company, 1433 Locust Street, St. Louis, Missouri



## **"HARD SELL" OUT**

### **Glass Supports Creative Selling**

"The 'hard sell' by itself is no cure-all for decreasing business volume," Irving R. Glass, executive vice president of the Tanners' Council, declared this week at the opening of the 44th Leather Show at the Waldorf-Astoria in New York.

Glass urged instead the kind of creative selling which has enabled

key industries in the soft goods field to forge ahead in the face of supposedly adverse business conditions.

"A new dimension" has emerged in American life with even greater horizons than the physical span of this country. This is the "creative selling in depth which has characterized the leather industries during the past six months."

This means development of creative sales ideas for manufacturers and retailers of leather and leather products which exert a fresh appeal to consumers alert to "new and better products which reflect the advance in American living standards."

The tanning industry has retooled in response to the discriminating tastes of American consumers. Instead of "pressuring, hammering, and badgering, we have recognized the desires of the ultimate consumers of our products for quality and, at the same time, have provided our customers with real sales ammunition. That is the difference between 'the hard sell' and the creative selling so needed in America today."

The Tanners' Council head underscored the significance of this approach to the entire economy when he said, "though we—with our sales at retail amounting to \$5 billion—are small compared with the giants in American industry, we may well be a guidepost along the American way of producing and distributing goods for the 160 million people in this country."

Commenting on the significance of the Leather Show, which has attracted the greatest number of registrants and visitors in its 26-year history, Glass stated that the tanning industry's expanded research, production and merchandising developments are affirmation that "we are staking our future on the economic growth in depth of the United States through a rising standard of living, to which we propose to contribute with even greater value in shoes and all other leather products. We propose to demonstrate how traditional industries, dating back to the Pilgrims, can, by courage and initiative, advance and build prosperity."

"The average pair of shoes for the average consumer is today priced at the equivalent of three hours labor at the average industrial rate," he said. "Before World War II the comparable figure was more than five hours of labor at the average industrial rate."

Consensus of tanners, manufacturers and retailers is that 1954 will be marked by volume at least equal to 1953. This expectation is based first on the healthy situation prevailing throughout the industry with inventory excesses conspicuous by their absence. Stocks of leather and leather products are moderate and the high level of retail volume must be filled by continued production.

### **Lawrence Moves**

A. C. Lawrence Leather Co. reports it has moved its Pennsylvania headquarters from Harrisburg to Elizabethtown as of March 1. New offices are located at 354 North Market St. and Willard H. Norton is in charge.

# Campello Shanks

**MAKE GOOD SHOES BETTER**



**SOLD WHEREVER BETTER SHOES ARE MADE**

**CAMPELLO 69, MASSACHUSETTS**

## TRADE TEASER

### Russia Eyes Canadian Market

Russia's Ambassador to Canada, Dmitri S. Chuvahin, has announced in Ottawa that his country is now ready to enlarge its trade with Canada and this might bring Russia into the market for Canadian raw hides and skins, unmanufactured and manufactured leather of all kinds. This has aroused widespread interest in Canada's leather industry.

However, the Ambassador has emphasized that no detailed discussions will take place until a commercial attache arrives in Ottawa from Russia shortly when possible deals on leather and other commodities will be examined.

At the same time, officials of the Canadian Government state that no goods may be exported to Russia at present without an export permit from the federal authorities in Ottawa. Still, they add, any commodities of purely Canadian origin which are not classified as strategic material and which are not in short supply in Canada may be traded with Russia.

Furthermore, the Ambassador has indicated that Canadian business men may possibly be allowed to go to Russia on business deals, provided that these are bona fide business trips and not merely for travelling purposes.

### New Sales Record

Net profit of United States Rubber Co. increased 16 percent in 1953 to set a new record of \$32,732,300, compared with \$28,169,955 in 1952, according to the company's annual report signed by H. E. Humphreys, Jr., chairman.

Net sales totaled \$838,451,068, one percent lower than 1952 sales of \$850,151,566. Normal peacetime business was \$22 million higher than the year before, but defense business was \$34 million lower.

Profit was 3.9 percent of sales and amounted to \$.19 a share of common stock, compared with 3.3 percent of sales and \$.43 a share in 1952.

The larger profit resulted from increased income from sources other than sales and unusually large tax and other adjustments, Humphreys explained. Previous reserves for in-


come taxes and negotiations proved to be larger than necessary.

The company's profit from the sale of products, before taxes, was 70 million dollars in 1953, compared with 90 million dollars in 1952. The drop was caused by lower sales volume, increased wages and salaries, increased cost of employee benefits and the increased cost of greater selling effort, the report stated. It said such costs included certain non-recurring items totaling approximately 4 million dollars.

### To Sell Soling

Cooney-Weiss Fabric Corp. of Boston has been appointed New England sales representative of the new synthetic rubber soling now being produced by the Boston Woven Hose and Rubber Co. of Cambridge, Mass.

James N. Mason, vice president in charge of manufacturing and development for the 74-year-old Boston Woven Hose firm, said the company is making its large facilities available for the improvement and development of shoe soling materials. The new line comes in a complete range of wanted sizes and colors.




*From Forest  
to Fashion*

**VULCAN CORPORATION**

DESIGNERS AND MANUFACTURERS OF  
**WOOD HEELS AND SHOE LASTS**

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ANTIGO, WIS.



**LAST FACTORIES**  
PORTSMOUTH, O.  
JOHNSON CITY, N. Y.  
ST. LOUIS, MO.  
BROCKTON, MASS.

**SAW & BLOCK MILLS**  
DONKEN, MICH.



# Stylescope

SHOE  
FASHION  
NEWS  
AND TRENDS

Smooth, sleek finishes highlight Leather Show. . . . Glitter in Fall shoe fabrics more subtle. . . . Sleek and textured shoe materials vie for top honors at Allied Show.



Leathers with sheen in glowing colors will pace Fall fashion parade as evidenced at 1954 Fall and Winter Leather Show in New York. Aniline, pearlized, lustre finishes will compliment new, smooth, sleek Fall fabrics in ready-to-wear. Rainbow shine of Colonial Tanning Company's iridescent patent, Fleming-Joffe's brilliant spangled reptiles, warmth and glow of Hermann Loewenstein's satin lustre leather—all forecast rich, gleaming elegance for Fall.

More glamour for m'lady's shoe was seen in Crestbrand's new Nacre finish, a true Mother-of-Pearl finish on a Madagascar print—also in beauty of Amalgamated's silvertone and coppertone anilines. This feeling for sheen was not overlooked in men's field. U. S. Raw Skins Tanners presented a toned-down metallic calf shown with stamped-on weave effect.

Color talk still centers around beige to brown family—but growing interest in orangey notes, copper shades, moss and charcoal greens, and deep, deep reds. Also blues of Spring and Summer will carry into Fall, appearing in medium tone ranges like Amalgamated's Delft blue. For men, reddish tones will be good. Also may be more promotion of slate grey rather than highly touted charcoal which some men's manufacturers feel is too dark—too close to black.

New note for leisure wear shoes in Ben Berk's party flats. Designed in bright, shock leather colors (mimoso, parakeet, etc.), styles featured dainty raised flowers, sparkling jewels outlined by hand painted gold scroll work. Displaywise, a temptation to any woman.



For daytime and street wear interest centers in both sleek and 3D or textured look. With accent on smooth fabrics in Fall apparel, shoe manufacturers can make use of both themes—sleekness, sheen for harmony and textured effects for contrast.

Materials that look like suitings—combinations of nylon and crepe, nylon and wool, dacron worsteds, yarn dyed cottons—are perfect go-togethers with smooth leathers. These fabrics will tend to dominate Fall footwear scene. However, ribbed textures will maintain an important place. Heavy ottoman weaves, embossed weaves, bengalines with a lot of twist, chenilles on suede, Schiffly embroideries—all will be good, especially for that not-too-tailored look in afternoon wear. Another new note in textured effects, raised plastic dots on failles, etc.—can also be applied to leathers.



Glitter theme for Fall will be toned down, subtle, lady-like. This definite trend seen in exhibits at Allied Shoe Products Show in New York. Dainty Lurex flashes shot through many types of fabrics—for example, A. S. Burg's dark flannels, Lushan's bengalines, J. Einstein's Lurex embroidery on English velveteen, G. Hirsch's silk tweeds, Shain & Company's cordé.

Sequins are also rated high for Fall trimming. Peeking through eyelets, laces, fine meshes, a mirrored effect is achieved which is eye-catching and yet refined.

Use of vinyl and laminated plastics also provide interest. Some with gold, silver, multi finishes—others with lace and sequins. Such shoes highly promotable for cocktail and evening wear.

While silver and gold still leaders in glitter colors, copper tones add a new note particularly good for Fall. Also black lamé especially pretty used in underlays.

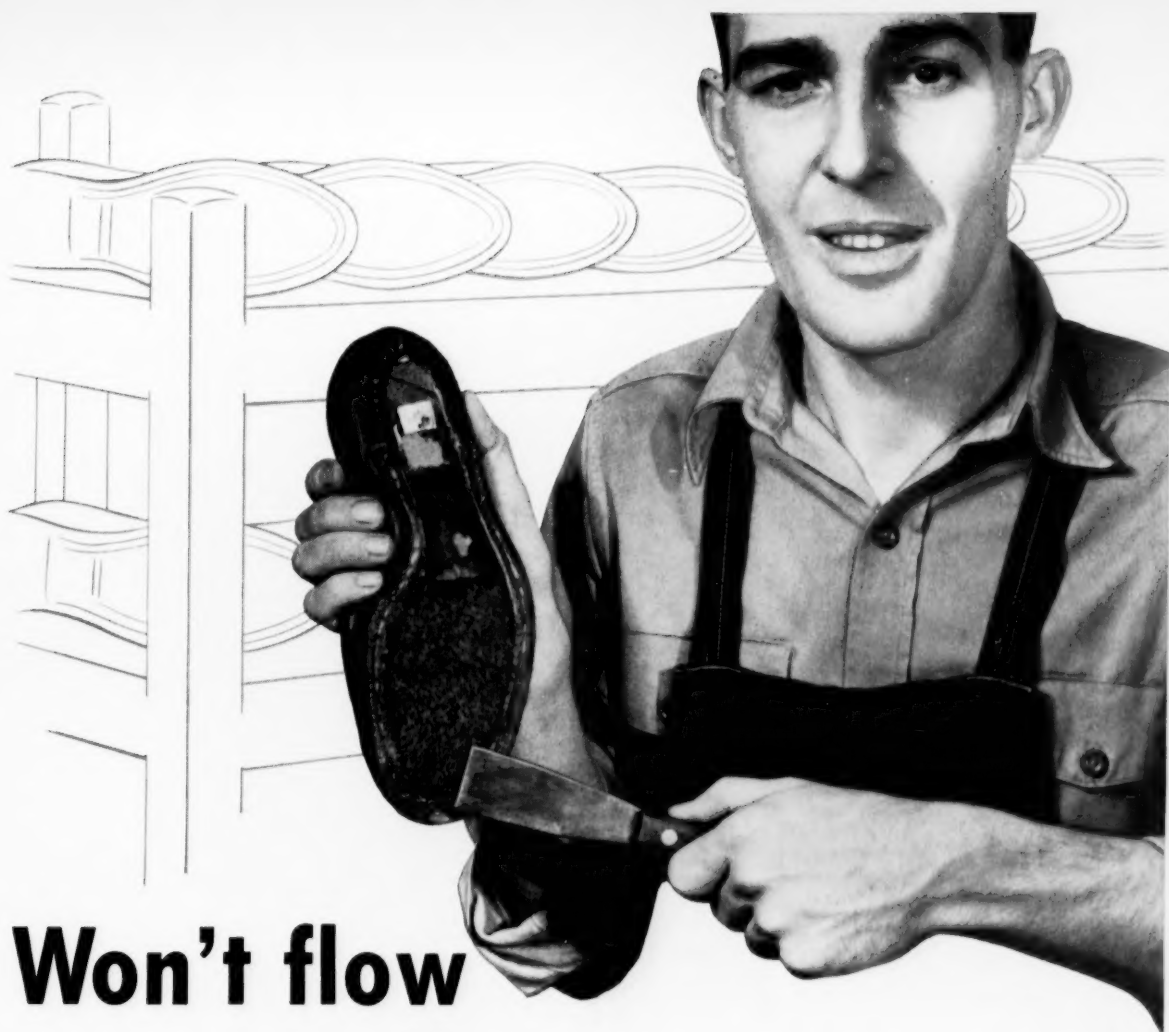


As we've mentioned before trimmed pump will be a style leader this Fall. Strong trend toward using fringes as decorative touches on these. Braids in bright colors and muted tones will also be prominent. Many new treatments in braid—zig zag effects for a raised-up, cordé look, tiny polka dots in Lawrence Schiff's porthole braid, Bowcraft's "asphalt" faille braid with an elasticized look, Rosemont's metallic coated "sparkle" braid and their reversible braids, Drydock's plastic braid giving effect of tiny beads. For added glamour on late day and evening shoes note use of crepe and satin trims, brilliant rhinestones and jets, Bing Bow Company's dainty porcelain flowers—also increased use of chain treatments in high style stripping shoes.



Goring for Fall '54 will have a new glamorous look. New finishes and uses are being adapted. Thomas Taylor & Sons are featuring gold, silver and satin finishes, luminous goring—also new velvet goring. For men's shoes, ring goring across the front will be more prominent next Fall. Also particularly effective in men's styles will be Moore Fabric's Leth-R-Flex goring, a new process in a leather-like finish.

*Joan M. Manus*



# Won't flow or ball up

**Even on hottest days,** Armstrong's Cold Bottom Filler stays smooth and springy in the shoe. The reason? A special non-thermoplastic binder that keeps Cold Filler from softening under heat or foot pressure.

Cold Filler saves valuable minutes on the production line, too. It comes ready to use, spreads quickly and evenly into the shoe cavity. And Cold Filler contains no petroleum products harmful to crepe soles . . . can't bleed through to mark or discolor light uppers.

Test this top-quality filler on your own lines. For a trial pail, call your Armstrong representative or write Armstrong Cork Co., Shoe Products Dept., 6103 Drury Ave., Lancaster, Penna.



## Armstrong's Cold Bottom Filler

*one of Armstrong's quality shoe products*

CUSHION CORK® • CORK COMPOSITION • CORK-AND-RUBBER MATERIALS

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**S**OME names become a part of people's lives. They are dependable and wear well with the years. Barbour's is that kind of a name . . . a tried and trusted name in the industry . . . a *great* name in shoe manufacturing threads.



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new  
**Andalfoam**

cushion lining  
revolutionizes  
shoe  
styles



**PENNANT SHOE\* SCORES A FIRST BY INTRODUCING  
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"ANDALFOAM" Cushion Lining . . . the newest in the new in shoes . . . is making its debut in Spring and Summer lines offered by the Pennant Shoe Company. A latex foam and fabric combination, "ANDALFOAM" lining has created a new puffed style for stitched vamps and new concepts of shoe comfort. This lining material gives shoes the *soft* feel that all manufacturers want.

"ANDALFOAM" Cushion Lining

simplifies production operations . . . serves as a plumper alone or as plumper and liner combined. In addition, the latex foam acts as a soft, absorbent air cushion that molds to the contours of each individual foot. It provides a snug, comfortable fit that never is too tight.

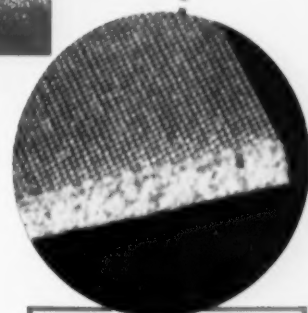
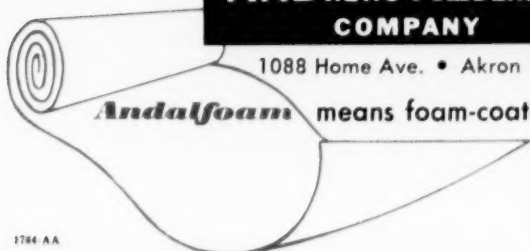
For shoe lines that sell themselves . . . both in new styles and comfort . . . try "ANDALFOAM" Cushion Linings. **WRITE TODAY FOR COMPLETE DETAILS.**

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"ANDALFOAM" lining is produced by a patented process that permanently combines thin gauges of foamed latex and fabrics without the use of adhesives. Resulting combinations actually "breathe" . . . assure sales appeal and customer satisfaction.

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2,426,572 - 2,628,654 - 2,628,678  
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1784 AA

March 6, 1954

LEATHER and SHOES

25

# PEOPLE

About industry personalities coast to coast

• **Brown Co.**, Berlin, N. H., manufacturer of Onco shoe innersoles, has announced promotion of three executives. They are: Downing P. Brown, from vice president in charge of sales to vice president in charge of administration; Newton L. Nourse, from

general sales manager to vice president in charge of sales; and Robert E. Andrews, from works manager to vice president and works manager.

• **S. Lloyd Sammis** has been appointed production manager of the

footwear and general products division of United States Rubber Co. He succeeds Charles L. Glaes who is retiring after 37 years of service because of ill health.

• **John R. Thompson** has been appointed sales representative in the New England area for Yankee Shoe-



makers, division of Sam Smith Shoe Corp. of Newmarket, N. H. Thompson has had considerable experience in the children's field, having handled the women's and children's lines of Roberts, Johnson & Rand division of International Shoe Co. for six years. Thompson is now serving his second term as president of the Boston Shoe Travelers Association.

• **Seth Levine** has joined the staff of Herbert Levine, Inc., New York shoe manufacturer. He will be in charge of the factory and purchasing. Levine was formerly an economic consultant in Washington and is the brother of Herbert Levine, president of the firm which makes women's high style shoes.

• **Charles Scimeca** has joined the staff of Holiday Casuals, Brooklyn, maker of "Honeybugs" and "Honeydebs" footwear, as fitting room foreman.

• **Joseph J. Goldstein** has joined Paramount Shoe Mfg. Co. of St. Louis as assistant to Morris Kalmon, executive vice president. Goldstein will have sales and styling activities. He was formerly associated with Brown Shoe Co.'s Risque and Deloy division and was previously executive vice president of Monogram Footwear, Inc., now a subsidiary of Brown Shoe Co.

• **Martin F. Hilfinger**, former vice president of Nettleton Shoe Co., Syracuse, N. Y., shoe manufacturer, is retiring on April 1 as president of Asso-

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ciated Industries of New York State Corp.

- **Dr. Fred O'Flaherty**, director of the Tanners' Council Research Laboratory at the University of Cincinnati, has been re-elected president of Livestock Conservation, Inc.

- American Cyanamid Co. has appointed **L. K. Mayne** as manager of the Woodbridge, N. J., plant of its industrial Chemicals Division. He has held various executive positions with the firm since joining it in 1923.

- **John P. Huber** has been re-elected president of Huber Slipper Co. in Avon, Ill. Other officers re-elected include Raymond L. Huber, vice president; Lawrence S. Huber, secretary, and John C. Kappel, treasurer and attorney.

- **John Stetson** has joined Selby Shoe Co.'s Manchester, N. H., plant as packing room foreman.

- **Roger Washburn** is new packing room foreman at B & B Shoe Co. of Manchester, N. H. He was formerly with Hubbard Shoe Co. of Rochester, N. H.

- **Gene Ruscetti** is now superintendent of Lynn Moccasin Co. He was formerly superintendent of American Maid.

## All-Time High

For the third year in a row, sales of The Goodyear Tire & Rubber Company exceeded the billion dollar mark in 1953 to reach an all-time high of \$1,210,508,783.

Net earnings also established a new high record for the third consecutive year. Consolidated net income of \$49,323,167 was equivalent to \$10.28 a share on common stock now outstanding, including shares issued as a stock dividend during the year. This represented an increase of 26.4 percent over 1952 net income of \$39,009,866, equal to \$8.00 per share on the same number of shares.

Last year's record sales were 6.3 percent ahead of the previous high mark of \$1,138,403,608 set in 1952. Income per dollar of sales improved to 4.1 percent against 3.4 percent in the previous year.

"Goodyear plants, both domestic and abroad, were substantially enlarged to meet customers' requirements, with the result that 1953 was an all-time high in units and tonnage, as well as in dollar sales and consolidated net earnings," according to P. W. Litchfield, chairman.

## STEADY PAYROLLS

### Jones Sees Active Shoe Output In 1954

Despite growing evidence of a business slowdown, the shoe industry is looking forward to a relatively high rate of operation in the year ahead, according to Charles H. Jones, Jr., president of the National Shoe Manufacturers Association.

Addressing the "Early Bird" Breakfast Meeting held Monday morning, March 1, at the Waldorf-Astoria in New York, Jones expressed belief that the activity of shoe industry will help "to stabilize the purchasing power in all the areas where shoes are produced and thus help maintain steady payrolls and retail sales."

Jones pointed out that in boom times people do not buy many more shoes than usual and during periods when many industries slow down "shoe retailers and manufacturers operate at not far from a normal rate." The situation is such today, he said.

"During the past few months there

has been some liquidation of inventories on dealers' shelves and as a result factories have reduced their production or eliminated overtime work," he said. "Meanwhile, both men and women are continuing to wear out shoes and as the seasons change will buy new shoes and new styles of footwear."

The Association head reported that retail sales are continuing at a higher level than orders to factories. He urged retailers and manufacturers to retain sufficient stock "to give service and not hurt their own business by carrying too small an inventory."

"Already there are increases in orders for staple merchandise, and requests for 'at once' delivery indicate that retail stocks in many cases are low."

## Joins I. Miller

Miss Jerry Stutz, well-known New York fashion consultant, is reported to have resigned her position with *Glamour Magazine* to become fashion coordinator for I. Miller & Sons, Inc., Long Island subsidiary of General Shoe Corp.

**A SPECIAL PROCESS...**

developed by our technicians is used to produce the new

**BROCKTAN INNERSOLE**

These insoles are not affected by perspiration and will retain their flexibility under the most severe wearing conditions.

They have Armed Forces approval.

Miss Susanna Johnston →  
has worked for us since she was 16 years old.



**Brockton Cut Sole CORP.**

53 SPARK ST., BROCKTON, MASS.

**MEN'S AND BOYS' LEATHER GRAIN INSOLES**

**LEATHER COUNTERS · LIFTS · TAPS · MIDSOLES**

## TAXES ON BLOCK

### Congress Acts On Excise Tax Cuts

The U. S. Congress finally got rolling this week on excise tax cuts, spelling out good news for the luggage, leather goods and other industries.

At the same time, Congress took the first big step toward holding corporate taxes at 52 percent, the present rate. The excess profits tax has been allowed to die, effective Jan. 1 of this year, and individual income taxes have come down 10 per cent.

Corporate taxes were to drop 47 percent April 1, but the Congress is moving to balk that, as requested by President Eisenhower.

The tax-writing House Ways and Means Committee was to vote, probably before the end of this week, to reduce a number of excise taxes to 10 percent instead of 20 percent. The retailers excise tax on luggage is one of these. The fur tax is another. Luggage includes handbags as well as suitcases. Jewelry, toilet articles, admissions, electric light bulbs and photo equipment also were to drop from 20 to 10 per cent.

Excise taxes on pens and pencils, telephone calls, telegrams and sporting goods were to drop from 15 to 10 per cent.

These, at least, were the reductions spelled out in a bill this week from Representative Daniel Reed, R., N. Y., chairman of the committee. Whether the bill will go through as introduced is to be seen. Odds were it would come out of the committee pretty much as written.

The bill has an effective date of April 1, but odds are the date will be July 1 when the House, then the Senate finally finish with the bill.

The committee settled an important matter this week by voting 22 to 2 to hold the corporate tax at the 52 percent level. Two Democrats were the minority.

Already a number of tax revisions have been voted by the committee.

They straighten out the tax laws, generally in the direction of costing the federal government money. Some give tax deductions for research. Others allow certain other exemptions. One frees the first income from dividends from income taxes.

### AVERAGE EARNINGS OF SHOE WORKERS BY STATE

State	October	1953 November	December
California			
Average weekly hours .....	36.8	34.0	35.8
Average hourly earnings .....	\$1.55	\$1.56	\$1.61
Indiana			
Average weekly hours .....	NA	NA	NA
Average hourly earnings .....	NA	NA	NA
Illinois			
Average weekly hours .....	34.8	34.6	36.8
Average hourly earnings .....	\$1.35	\$1.32	\$1.32
Maine			
Average weekly hours .....	32.8	32.2	36.4
Average hourly earnings .....	\$1.30	\$1.32	\$1.29
Maryland			
Average weekly hours .....	39.4	39.7	40.3
Average hourly earnings .....	\$1.09	\$1.12	\$1.11
Massachusetts			
Average weekly hours .....	33.5	32.5	36.0
Average hourly earnings .....	\$1.44	\$1.44	\$1.43
Missouri			
Average weekly hours .....	34.2	31.6	36.1
Average hourly earnings .....	\$1.25	\$1.26	\$1.27
New Hampshire			
Average weekly hours .....	30.3	33.7	37.1
Average hourly earnings .....	\$1.41	\$1.41	\$1.42
New York			
Average weekly hours .....	35.8	36.3	30.4
Average hourly earnings .....	\$1.43	\$1.43	\$1.45
Ohio			
Average weekly hours .....	33.6	34.4	40.5
Average hourly earnings .....	\$1.33	\$1.32	\$1.30
Pennsylvania			
Average weekly hours .....	37.1	38.1	39.5
Average hourly earnings .....	\$1.13	\$1.13	\$1.13
Wisconsin			
Average weekly hours .....	37.7	37.7	38.7
Average hourly earnings .....	\$1.36	\$1.36	\$1.36

## LEATHER

YESTERDAY — TODAY —  
ALWAYS

# DERMABATE

COMPOUNDS AND LIQUID EXTRACTS  
**AMERICAN EXTRACT CO.** PORT ALLEGANY, PA.



## ALCA Program

Problems of practical tanning will be highlighted during a full-day's program at the coming meeting of the American Leather Chemists Association June 6-9 at Bedford Springs Hotel, Bedford, Pa.

Fred O'Flaherty, secretary of the Association, reports that the practical tanning program will be supervised by representatives of the three tanning production clubs from Wisconsin, New England and the Delaware Valley.

The meeting will open with a reception on Sunday June 6 at the hotel.

Convention committee chairmen include Dominic Meo of Salem Oil and Grease Co., Convention Chairman; Ralph Nelson of Beggs and Cobb, in charge of hotel arrangements; H. Y. Miller and Robert Weldon of Seton Leather Co., Golf Committee; and Mrs. Rueben Henrich, in charge of arrangements for the ladies.

## Shoe Club To Meet

An all-entertainment program featuring top stage and TV acts will headline the Boston Boot and Shoe Club's 363rd meeting Wednesday evening, March 17, at the Hotel Statler Ballroom in Boston.

Group singing by the Glee Club under the direction of Joseph W. Holmes, president of United Last Co., will also be featured.

George F. Hanel is chairman of the Program Committee. Cocktail hour will start at 5:30 p.m.

## NEW FOOT TESTS

### Foot Health Group Plans Research

The Foot Health Committee, a non-profit organization devoted to research and education concerning foot health, has named Mrs. Madeline G. Petersen as executive director and has re-located its offices at 55 West 42nd St., New York.

Mrs. Petersen will supervise the Committee's program of setting up research grants to foot clinics and to podiatrist-chiropractors for the express purpose of advancing the science of foot health.

A major part of the Committee's efforts will be devoted to presenting to the public impartial and competent standards for evaluating shoes.

To this end an industry testing service has already been set up, according to Mrs. Petersen. Products submitted to the group will be tested by the Long Island University School of Podiatry, and those meeting certain minimum standards will be awarded the committee's seal of acceptance.

A number of research projects have been planned to provide the footwear industry with acceptable standards. One such project would be a survey of foot shapes and sizes in America as an aid to last manufacturers.

## Regal Cuts Prices

Regal Shoe Co. of Whitman, Mass., has announced a price reduction of \$1.00 per pair on most of its men's shoe lines. The cut is effective as of March 1.

The company is also introducing at the lower end of its price range a new line to retail at \$8.95 per pair.

The reduction was made possible by savings from lower leather prices, company officials explained. They added that the move is expected to stimulate sales throughout Regal's chain of retail stores.

# You Will PROFIT by Using...

# Dripaste

A QUALITY PRODUCT

## Here's Why:

- 1 Provides a strong wet adhesion
- 2 Also, a medium dry adhesion
- 3 Practically eliminating fall offs
- 4 Easy stripping, therefore no torn grain
- 5 And, washes off readily from plates



Since the film on the leather is so slight (practically invisible) it requires a minimum amount of washing. DRIPASTE assures the desired result... a **SMOOTH, FLAT GRAIN!**

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THE TANNADE COMPANY

MANUFACTURERS OF

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SECRETARY OF COMMERCE Sinclair Weeks is pictured here with Irving R. Glass, executive vice president of the Tanners' Council, and Julius G. Schnitzer, chief of the Commerce Department's hides, leather and shoes division, at Washington opening of "Leather Industries on Display." Exhibit, widely viewed by Government officials, was largest collection of leather and leather products yet assembled under one roof, included more than 500 items from 250 manufacturers. Items ranged from leather cuff links to atomic gloves with emphasis upon shoes of all kinds.

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**WORK TICKETS**  
TO SPEED PRODUCTION

Serially numbered, piece work—case lot control tickets or tags.

**INTERNATIONAL TICKET CO.**

Note Complete Name  
PLANT: NEWARK 4, N. J.      Sales Offices: New York, Boston, Philadelphia, Baltimore and principal cities

**KORN LEATHER COMPANY**

TANNERS OF

*Splits*

FOR EVERY PURPOSE

*Side Leather*

MEN'S AND WOMEN'S  
IN THE POPULAR PRICED RANGE

PEABODY, MASS., U. S. A.

## Deaths

**Warren A. Weeks** . . . 79, shoe executive, died Feb. 25 in Brockton, Mass., after a long illness. He was retired assistant treasurer of the former W. L. Douglas Shoe Co. in Brockton. A well-known bowler for many years, Weeks was extremely active in fraternal affairs. He had been associated with Douglas Shoe for 50 years, retiring in 1948, and had many friends in the shoe and leather industry. Surviving are his wife, Helen L.; a daughter, Mrs. Beatrice Bostock; and four granddaughters.

**Mrs. Mary Bata** . . . 60, widow of the late Thomas Bata, founder of the world wide Bata Shoe empire, died Feb. 27 at Harkness Pavilion Hospital in New York City. In her active and adventurous life, Mrs. Bata was by turn the wife of a great businessman, then an underground war hero in her own right, and finally a prominent lay figure in the Catholic Church. During her last years, she lived on the island of Bermuda and became a British citizen. Mr. Bata died in a plane crash in 1932. Surviving is a son, Thomas J. Bata, who directs the family shoe enterprise from Zurich, Switzerland.

Mrs. Bata was born in Vienna, spent most of her adult life in Czechoslovakia, and was decorated by the Czech resistance movement for her underground services during World War II. She fled the country a few months before the communists seized power in a post-war coup d'etat. In Bermuda, she became known for her welfare activities on behalf of Bata employees throughout the world.

**Michael Lunder** . . . 51, shoe manufacturer, died Feb. 27 while vacationing in Miami, Fla. He was president and treasurer of Lunder Shoe Corp., Dover, N. H., shoe manufacturing firm. A native of Lynn, he first entered the shoe jobbing business in Boston. In 1941, he founded Lunder Shoe Corp. and was instrumental in making it a leading shoe producer. A resident of Newton Center, Mass., he was active in philanthropic affairs, and a member of the New England Shoe and Leather Association, The 210 Associates, and a Mason. Surviving are his wife, Anne; two sons, Bruce and Peter; a daughter, Toby; three brothers and two sisters.

(Other Deaths on Page 46)



**NEW MANAGER** to head pigments research at American Cyanamid Co.'s Research Division Laboratories is Dr. Harold R. McCleary who has been active with the company since 1941. A member of the American Chemical Society and other leading organizations, he has published a number of technical papers in the field of organic reactions, dyeing of textile fibers and related topics.

## 11 MONTHS' GAIN

### Canadian Output Up 2 Million Pairs

Canada's 274 footwear factories produced 36,600,776 pairs of shoes during the first 11 months of 1953 compared with 34,422,496 in same period of 1952, the Canadian Government reports. Output of footwear with soles other than leather amounted to 22,518,679 pairs in this period of 1953.

Production of leather footwear showed a steady upward trend over the previous year during the first eight months of 1953. After that it was a continuous decline, with Nov. output dropping to 3,004,487 pairs against 3,352,928 a year earlier. In Nov., too, output of footwear with soles other than leather accounted for 59.4% of total production in contrast to 55.9% a year earlier.

Output of leather footwear in the first eleven months of 1953 showed the following, figures in brackets for 1952: Men's, 8,149,075 (8,134,951) pairs; Boys' 1,242,211 (1,216,944); Youths', 315,315 (326,681); Women's and Growing Girls', 17,748,968 (16,349,550); Misses', 3,425,105 (3,073,371); Children's and Little Gents', 2,895,595 (2,563,856); Babies' and Infants', 2,824,507 (2,757,116).

## MILITARY BUYING

### Invitations

**Shoes, Service.** The New York Navy Purchasing Office has issued Inv. No. 2010 calling for, Shoes, Service, Black, High, General Purpose, to Specs—MIL-S-17156A—as follows:

4,008 pr. for delivery to Newport Naval Supply Depot, R. I., 3,492 Mechanicsburg Naval Depot, Pa., 1,500 Brooklyn Naval Facilities, N. Y., 17,997 Norfolk Naval Center, Va., 2,004 Great Lakes Naval Supply Depot, Ill., 21,000 Oakland Naval Supply Center, Calif. Delivery Schedule 15,000 pr. by May 1954, 15,000 pr. by June 1954, 20,001 pr. by July 1954, opening March 15.

**Shoes, Leather.** The New York Navy Purchasing Office has issued Inv. No. 2011 calling for 200,008 pr. Shoes, Leather, Black, Low, Men's, f.o.b. contractor's plant—to be delivered as follows: 50,000 pr. by May 1954, 75,000 June 1954, 75,008 July 1954. In addition to the above, the

invitation calls for 34,515 pr. of Shoes, Leather, Brown, Low, Men's—f.o.b. contractor's plant, to be delivered as follows: 8,915 pr. by May, 1954, 12,800 June, 12,800 July. Specifications are MIL-S-17144A for the Brown Shoes as well as the Black Shoes. Opening March 15.

**Straps, Leather.** The Ordnance Supply Office, Navy Dept., Mechanicsburg, Pa., has issued Inv. No. 195 calling for 1500 safety straps, leather, for delivery to Bayonne, N. J., opening March 25.

### Awards

**Cattle-hide Leather.** Two awards have been made by the New York Quartermaster on Inv. No. 228 covering leather cattlehide, 1/32" — 1/16" and 1/8" as follows:

A. I. Scherer Leather Co., Milwaukee, Wisc., 62,900 sq. ft. for a total award of \$25,166.00 and to the New Jersey Tanning Co., Newark, N. J. — 6,000 sq. ft. for a total award of \$1,920.00.

# SUEDE CALF

KID SUEDE CARR-BUCK GRAIN CALF

## CARR LEATHER CO.

183 Essex St., Boston, Mass.—Tanneries at Peabody

## CUSHION COWHIDE

by  
**LOS ANGELES  
TANNING CO.**

4101 Whiteside Street  
Los Angeles 63, Calif.

**SOFT • COLORFUL • FINEST FULL GRAIN**

**GLUV TANNAGE SIDES  
CHROME SPLITS  
PIGMENT FINISHED FOR UPPERS**

**AGENTS:**

Amber Leather Co.  
139 South Street  
Boston 11, Mass.

Kesson Leather Co.  
150 Nassau St., Rm. 738  
New York, N. Y.

W. M. Henson  
2708 Lyndhurst Road  
St. Louis 21, Mo.

# TIOGA OAK SOLE LEATHER

the mark of  
QUALITY..



... tanned  
from the  
finest  
packer  
hides  
available

**BENDS BELLIES  
SHOULDERS  
CUT STOCK**

Also Specialty Leathers  
for Belting, Hydraulics,  
Textiles, Packing and  
Strap Leathers.

**EBERLE**  
TANNING CO.  
WESTFIELD  
PENNA.

## LEATHER MARKET REPORT

### March Billings Show Promise Expected Ease-Off Appears Delayed

Sampling At Leather Show Exceptionally Good  
Tanners Face Coming Season In Optimistic Mood

New York tanners still find sale of leather slow and price resistance active. Some tanners selling a cent or so off of lists to stimulate some business.

Large spread elk quoted from 40-38c and down as to tannage, etc., but some tanners accept 37c and some even 36c and down. Most tanners were looking forward to the leather show.

Some find a continuing good demand for patent leather both for domestic and foreign business. Others say their patent business domestically is slow while the foreign demand continues. Lists on large spread patent start at 45c and down, extremes 48-50c and down and kips 85c and down.

Some sellers are said below 85c on the top grade of kips. Calfskins mostly slow. Prices usually at 95c and down for women's weight aniline dyed calf and 85c and down for smooth women's weight. Volume trading in plain smooth calf in the 70's.

Bends selling at 47c for heavy

weights, tannery run, and at 49-50c for 9/10 iron bends. Light weights quoted up to 65c as to weight. Light weight bends in fair demand but more 48c for lights. Not much action in weights.

Bellies remain in very tight supply and 28-29c is still the market with some tanners still claiming 30c. Double rough shoulders at 42c for heavies, 45c for middle weights and 48c for lights. Not much action in double rough shoulders.

**Sole Leather Tanners report** steady flow of small orders. Totals each week surprisingly good.

Bends of 8 irons and down bring as much as 66c here, 68c there. Best 8-9 iron bends quoted at 60c and down. Top price asked for 9-10 irons about 54c; between 50 and 54c the usual trading zone. Heavies, 10 irons and up, bring 47c and down in moderate trading.

**Sole Leather Offal unchanged.** Bellies still very active with 27-29c asked for most; up to 30c asked for

### Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1953 HIGH
CALF (Men's HM)	73-1.05	73-1.05	84-1.15	95-1.20
CALF (Women's)	58-98	58-98	80-98	80-1.03
CALF SUEDE	60-1.00	60-1.00	80-1.05	85-1.10
KID (Black Glazed)	55-90	55-90	55-90	55-90
KID SUEDE	48-90	48-91	80-96	80-96
PATENT (Extreme)	52-57	52-57	56-62	60-64
SHEEP (Russet Linings)	15-25	15-25	18-32	18-32
KIPS (Combination)	52-54	52-54	56-60	64-68
EXTREMES (Combination)	44-50	44-50	51-54	56-59
WORK ELK (Corrected)	34-38	36-40	38-44	38-45
SOLE (Light Bends)	64-68	64-68	65-68	68-72
BELLIES	27-29	26-29	24-26	26-29
SHOULDERS (Dble. Rgh.)	44-50	44-50	50-53	51-56
SPLITS (Lt. Suede)	30-35	30-35	30-36	35-39
SPLITS (Finished Linings)	17-20	17-21	18-22	24-26
SPLITS (Gussets)	14-16	15-17	15-17	18-20
WELTING (1/2 x 1/4)	7-7 1/2	7-7 1/2	7 1/4	8
LIGHT NATIVE COWS	14-14 1/2	14 1/2-15	18 1/2-19	20 1/2

All prices quoted are the range on best selection of standard tannages using quality rawstock.



some. The 33c quotation for single shoulders shaded when volume is at stake. Double rough shoulders continue slow with about 44c and down asked for regular tannery run leather. Carefully selected lights bring up to about 48c in small sales. Heads and shanks getting small attention.

**Calf Tanners did much sampling** at Leather Show, now await new business with optimism. Though March billings will probably drop below the excellent February level, almost all tanners find top selections short of demand.

Men's weights quoted at \$1.05 and down for regular finish; about five cents more for aniline. Accumulations in grades below 90c not as troublesome as conversation would indicate. Realistic merchandising keeps pile down.

Women's weights picked up some business at Leather Show, enough to hearten tanners. More needed, however, to keep present price lists firm. About \$1.00 asked for small skins in regular weight. Four to five cents more covers aniline. Up to about 95c asked for regular sized skins. Best tannages do well in most grades. Less desirable leather fights hard to move medium and lower grades.

**Sheep Leathers sell fairly well** but prices not always satisfactory to tanners. Recent raw material rises to blame. Linings still account for most business.

Best russet boot linings bring 25c and down. Shoe linings usually sell at 22c and down with bulk of business going to grades between 14 and 18c. Colored vegetable linings wanted in all grades, 26c and down. Chrome linings get better call, with 28c and down usual prices paid.

**Side Leather billings** still large but tanners of so-called volume leather complain bitterly of price pressure. Interest in all lines at Leather Show added to tanners' optimism for the balance of the year.

Prices are generally unchanged with Combination tanned heavy kips bringing about 54c and down. Best extremes bring 50c and down, while large leather brings about 44c and down.

Chrome kips continue to bring about 50c and down for best tannages, heavy weights; extremes 45c and down; large leather about 42c and down. Light weights sell in the 30's.

**Split Leathers get fair volume** but prices not always satisfactory to sellers. Linings continue the big vol-

ume item. Interest in prints only moderate, though fair sampling done at Leather Show by some.

Best finished linings bring up to about 22c and down. This is the high and most such leather can be had for several cents below these figures. Suede linings having fairly good demand at 23c and down with very best bringing up to 26c. Non-slips sell in higher teens, about 16-20c the usual range.

Heavy suede splits still find customers, while light suede is neglected.

**Kid Leathers mixed.** Philadelphia tanners report that while they are not too happy about current activity, suede is definitely picking up each week. Reason for the lack of enthusiasm is that the pickup has not been large.

Besides black suede, buyers showing interest in brown and dark blue, although how much of these colors will eventually sell is questionable. Glazed still moving to some degree in black. Slipper very slow.

#### Average Kid Leather Prices

Suede 32c-90c  
Glazed 25c-1.00  
Linings 25c-55c  
Slipper 25c-60c  
Crushed 35c-75c  
Satin Mats 69c-98c

**Belting Leathers hold.** Philadelphia tanners find business has not changed too much since last week.

Carriers say their business is pretty much at the level it has been for several weeks. As some describe the situation, there will be an influx of orders for several days and then when tanners start to think that things are really moving, business will drop for another short time.

#### AVERAGE CURRIED LEATHER PRICES


Curried Belting	Best Selc.	No. 2	No. 3
Butt Bends	1.25-1.35	1.23-1.31	1.14-1.27
Centers 12"	1.53-1.64	1.43-1.55	1.41-1.45
Centers 24"-28"	1.51-1.58	1.41-1.52	1.39-1.53
Centers 30"	1.47-1.52	1.37-1.47	1.35-1.43
Wide Sides	1.22-1.25	1.18-1.21	1.12-1.14
Narrow Sides	1.14-1.17	1.11-1.13	1.05-1.07

Premiums to be added: Ex Light, plus 5c-10c; Light, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 5c.

**Glove leathers quiet.** Spring glove business just fair and Fall orders have not been placed as yet. Last year's prices or under seem to be the goal of buyers.

Pigskins quoted at \$1.00, 80c, 60c, 50c, 35c and 22c. Best demand for the low grades. Some ladies' being cut out of the threes and fours.


Cabrettas following the same general pattern as pigskins. The 35c to 45c leather seem to be in best de-



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mand. Irans quiet at 26c, 22c and 18c. Demand for the lighter weights is picking up. Men's greys (Domestic type) quoted at 38c and 32c. Buyers' ideas less and business is quiet.

Deerskins quoted at 55c, 48c, 40c and 32c. The lower grades absorb what little business exists.

**Work Glove Leather spasmodic.** Buyers making occasional purchases of work glove splits whenever supplies are needed and the extent of buying depends largely upon individual requirements.

On LM weight work glove splits, prices unchanged with No. 1 grade quoted at 13-14c, No. 2 grade 12-13c and No. 3 grade 11-12c. M weight of No. 1 grade continues at 14-15c, No. 2 grade at 13-14c and No. 3 grade at 12-13c.

**Garment Leathers spotty.** A slightly firmer undertone to cowhide garment leather which had sold as low as 29c a foot as sellers in many instances held to lists ranging 30-33c due to firmer prices in big packer market. Buyers, however, not anxious to reach for supplies of garment leather.

Sheepskin varieties unchanged. Although a little business indicated, not

much pep to demand. Last reported business in suede at 32-33c and down and in grain finish at 33-34c and down for good tannages.

Horsehide garment leather unchanged but here, too, activity slow and business tended to drag at last reported trading basis of 36c and down for good tannage with average price basis figured around 33-34c.

**Bag, Case and Strap optimistic.** Members of the trade somewhat encouraged by reports from Washington that Congress is taking action to reduce excise taxes on a number of items including handbags, luggage and other leather items.

Meanwhile, demand for bag, case and strap leather continues spotty with no particular change reported in the market at this time. Case leather quoted at 41-42c for 2-2½ ounce, 43-44c for 3-3½ ounce. Grade A russet strap leather steady, 4/5 ounce at 50-51c, 5/6 ounce at 52-53c, 6/7 ounce 54-55c, 7/8 ounce 56-57c, 8/9 ounce at 58-59c, 9/10 ounce at 61-62c and 10/11 ounce at 64-65c.

Grade B quoted 2c less and Grade C 4c below the prices listed above. Colors bring 3c and glazed 2c higher prices than russet.

## Tanning Materials

### Raw Tanning Materials

Divl Divl. Dom., 48% basis shp't, bag	\$72.00
Wattle bark, ton	"Fair Average" \$100.00
	"Merchantable" \$ 96.50
Sumac, 28% leaf	\$128.00
Ground	\$123.00
Myrobalans, J. 1's Bombay	\$43.00
Sorted	\$46.50
Genuines	\$48.00
Crushed 42-44%	\$62.00-\$63.00
Valonia Cups, 30-32% guaranteed	\$52.00
Valonia Beards, 40-42% guaranteed	\$67.50
Mangrove Bark, Ecuadorian	\$54.00
Mangrove Bark, Colombian	\$58.00
Mangrove Bark, 38% E. African	\$70.00-\$71.00

### Tanning Extracts\*

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.40
Barrels, c.l.	5.30
Barrels, l.c.l.	5.65
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	11.28
Bags, l.c.l.	12.00
Cutch, solid Borneo, 55% tannin	.08%
Hemlock Extract, 25% tannin, tk. cars f.o.b. works	.0825
bbls. c.l.	.08%
Oak bark extract, 25% tannin, lb. bbls. 6½-6%, tks.	.08%
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.l.	11 31/64
Solid clar., basis 64% tannin, c.l.	12 3/16
Wattle extract, solid, c.l., East African 60% tannin	.10
Wattle extract, solid, c.l., South African 60% tannin	.10
Powdered super spruce, bags, c.l. 65½% l.c.l.	.05½
Spruce extract, tks., f.o.b. wks.	.01%
Myrobalan extract, solid, 55% tannin	.07%
Myrobalan extract, powdered, 60% tannin	.10
Valonia extract, powdered, 63% tannin	.09%
Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin	.16%
Wattle Extract, Powdered, Swedish, 73% tannin	.15%
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, Powdered 68-70%	.11%
Oakwood, Swedish, solid, 60-62%	.11%
Oakwood, Swedish, powdered, 64-66%	.12
Larchbark, Swedish, solid, 54-56%	.11%
Larchbark, powdered, Swedish spray-dried, 58-60%	.12%

### Tanners' Oils

Cod Oil, Nfd., loose basis, gal.	.90-.95
Cod, sulphonated, pure 25% moisture	.13-.13½
Cod, sulphonated, 25% added mineral	.11½-.12
Cod, sulphonated, 50% added mineral	.11-.11½
Castor oil, No. 1 C.P. drs. l.c.l.	.22
Sulphonated castor oil, 75%	.20
Linseed oil, tks., f.o.b. Minn. drums	.18.2
Neatsfoot, 20" C.T.	.30-.32
Neatsfoot, 30" C.T.	.27-.28
Neatsfoot, prime drums, c.l.	.19
l.c.l. fob Chicago	.18½-.19½
Neatsfoot, sulphonated, 75%	.17½-.18
Olive, denatured, drs. gal.	2.20
Waterless Moellon	.13½-.14
Artificial Moellon, 25% moisture	.13
Chamois Moellon, 25% moisture	.11-.12
Common degreas	.12-.13
Neutral degreas	.25-.26
Sulphonated Tallow, 75%	.12-.13
Sulphonated Tallow, 50%	.09%
Sponging compound	.13-.14
Split Oil	.11-.12
Sulphonated sperm, 25% moisture	.16%
Petroleum Oils, 200 seconds visc., tks., f.o.b.	.14%
Petroleum Oils, 150 seconds visc., tks., f.o.b.	.13%
Petroleum Oils, 100 seconds visc., tks., f.o.b.	.12%

\*Imported Extracts are plus duty.

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## HIDES AND SKINS MARKET REPORT

# Steady Prices Rule Market But Trading Remains Cautious

Packers Would Like To Boost Prices But Find Tanners Have Little Enthusiasm

**Big Packer Hides steady.** Although many members of the trade were attending the Leather Show in New York this week, continued heavy receipts of cattle at principal markets induced big packers to accept business at steady prices for most selections of their hides. Some of these producers indicated they might try for more money but found buyers were not anxious to reach for supplies.

Trading opened on Tuesday when big four killers sold better than 35,000 hides. Initial business in heavy native steers, three of the big packers selling about 12,000 at steady prices of 10½¢ for river points and 11¢ for Chicago production. Another selection moved in good volume was heavy native cows, 10,000 of these selling at 11½¢ for river points and 12¢ for Chicago, Albert Lea and St. Paul productions.

Early dealings in light native cows

involved 3,000 sold by one of the packers at 14¢ for Milwaukee production and 14½¢ for St. Paul. About 5,000 light native steers sold by two big packers on the basis of 13½¢ for river points with some northern reported included at 14½¢.

Butt branded steers brought 9½¢ and Colorados 9¢. Branded cows moved on the basis of 10½¢ for northern points while some Denvers, due to long freight, sold at a discounted price of 10¢ and some light average Wichita branded cows brought a premium or 11¢. Demand for the branded cows as well as the light native cows not very aggressive as more hides in these selections were reported obtainable at mid-week at the same prices. A few light Texas steers sold at 12¢.

Despite the presence of some tanner interest, a large amount of the buying still credited to dealers although latter partly engaged in filling orders

### HIDE FUTURES

	Close March 4	Close Feb. 25	High for Week	Low for Week	Net Change
April .....	14.20B	14.79T	14.74	14.25	—59
July .....	14.70B	15.15B	15.17	14.70	—45
October .....	15.07B	15.45B	15.45	15.07	—38
January .....	15.22B	15.58T	15.38	15.25	—36
April .....	15.32B	15.68B	15.60	15.32	—36
July .....	15.42B	15.73B			—31

Total Sales: 140 Lots

### HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers .....	10½-11	10 -10½	11 -11½	14 -14½
Light native steers .....	13½-14½	13½-14½	13 -13½	19 -19½
Ex. light native steers .....	16 -16½	16 -16½	16	22
Heavy native cows .....	11½-12	11 -12	11½-12½	15½-16½
Light native cows .....	14 -14½	14 -14½	14½-15	18½-19
Heavy Texas steers .....	9½	9	9½	12½
Butt branded steers .....	9½	9	9½	12
Light Texas steers .....	12	11 -11½N	11½N	17
Ex. light Texas steers .....	14 -14½N	13½-14N	14N	20
Colorado .....	9	8½	9	11½
Branded cows .....	10½-11	10½-11	11 -11½	14 -14½
Native Bulls .....	10 -10½	10 -10½	10	11½
Branded Bulls .....	9 -9½	9 -9½	9	10½
Packer calfskins .....	37½-42½	37 -42½	37 -42½	49 -55½
Packer kipskins .....	25½-26½	25 -25½	26 -28	31 -40

NOTE Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

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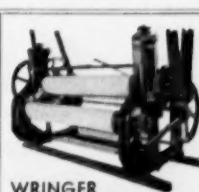
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for tanner account. Tanners unable to get enthusiastic over the hide market as they look to a continued heavy slaughter of cattle this year and some expect actual slaughter to be greater than last year, particularly if the drought situation shows no material improvement.

Some traders believe that in view of the prospective heavy slaughter, export business requiring around 3 million hides may be necessary to help absorb our production. According to Tanners' Council, 2,381,000 domestic hides were exported from the U. S. in 1953.

**Independents hold.** Packers' Ass'n at Chicago sold 1,100 heavy native steers at 11c; 900 Colorado steers at 9c and 3,500 branded cows at 10½c. A large Minnesota packer sold 1,600 light native cows at 14½c and 1,400 heavy native cows at 12c. These prices steady.

Eastern packers slow to put out new offerings of hides following sales late in the previous week which involved New York native steers at 11c, branded steers at 9½-9c; Pittsburgh allweight native steers at 11½c for heavy and 14½c for light; and Baltimore heavy hides at 11½c for native

steers and cows and 9½-9c for branded steers.

**Small Packers slack.** Recent firming up in the big packer market caused many sellers of small packer hides to stiffen their ideas. Tanners unwilling to pay higher prices and demand even at steady prices not particularly active.

In the midwest, scattered sales made of 50-52 lb. avg. hides at prices ranging from 10½c for ordinary productions to 11c for choicer productions containing mostly plump stock, selected fob. shipping points. Some hides averaging a little heavier or around 55 lb. avg. sold at 10c selected fob.

Heavy hides averaging around 60 lbs. or heavier sold at 8¾c followed by business at 9c, and export buying took some choice lots off the market up to 9½c selected fob. Some small packer bulls moved in the range of 8½-9c fob. shipping points, the inside price for Texas production while good midwesterns averaging 80-85 lbs. brought the top figure.

**Country Hides steadier.** More business developed at 8½c for various mixed lots of allweights containing renderer hides averaging around 50 lbs. Buyers also showed interest in locker-butcher hides free of renderers of similar average at 9c flat trimmed fob. moderate freight points but sellers inclined to try for a half cent more.

Some business in glue hides at 7c fob shipping points. One car of country bulls sold at 6¼c fob. shipping point.

**Calfskins find business.** Movement involved St. Paul heavy calf at 42½c, 40c paid on northern lights while Wisconsin heavy and light brought 40c and river heavy and light moved at 37½c. About 40/45,000 calf changed hands at these prices.

Sale of 2,000 Kansas City kip at 26½c reported by one big packer 1-1½c higher than previously realized by other killers. Same packer offered more river kip at 26½c. Export interest continues for overweights and orders at 25½c difficult to fill due to lack of offerings.

Big packer regular slunks reported obtainable at \$1.85 for forward shipment. Large hairless remain around 85c.

In small packer skins, allweight calf obtainable at 28-30c and kip at 15-17c as to productions. Country skins in carlots around 20-21c for calf and 12-12½c for kip.



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**Horsehides limited.** Latest business involved one car of untrimmed northern slaughterer whole hides at \$10.50 fob, shipping point. Some sellers still want 50c more but buyers resist and talk down to \$10.25. Little activity in trimmed hides and market on northern slaughterer type nominal around \$9.50 fob, awaiting sales.

No particular change in cut stock. Northern fronts remain around \$6.00-6.25. Butts quoted at \$3.75-4.00 as to quality, basis 22" and up.

**Sheep Pelts stabilize.** Several sales of midwestern shearlings comprised of mixed cars of No. 1s at \$1.35 and \$1.40, No. 2s at \$1.15 and No. 3s at 85c. Some clips moved in the range of \$2.10-2.25.

Some business on the west coast involving big packer Imperial Valley shearlings up to \$1.65 for choice No. 1s along with No. 2s at \$1.15 and clips at \$2.15. Other west coast No. 1s at \$1.50-1.55.

Large midwestern independent packers selling their March production wool pelts this week. Because of increased wool yield, the trade expected better prices to be paid than for Feb. productions which brought \$4.25-4.30 per cwt. live-weight basis. Full wool dry pelts sold at 25-26c. Some sellers were inclined to ask 27c for new business.

Pickled skins slow moving but held steady at \$9.50-10.00 per dozen.

**Dry Sheepskins lag.** Some selling quarters state a little business passing but on the whole, volume is small and price has to be right. Shippers show little inclination to accept our bid levels, claiming they have no difficulty in keeping well sold up by moving available supplies to Europe.

Some small sales of dry salted Sudans at \$19-20 per dozen but reports of sales at higher prices not confirmed.

Brazil cabrettas continue to sell to Europe, and while quantities moved are small, they are at better prices than can be realized here. Specials selling at \$15.75-16.00 fob and regulars at \$12.25 fob.

Nigerians firmly held and no recent offerings as Europe is paying at least 5-6c per lb. more than can be realized here. Cape gloves, Mochas, Mombasas all nominal as very few sales noted here.

Wool sheepskin markets firm at origin and few sales. At the Australian auctions, the Melbourne sale was cancelled last week and at Sydney, 35,000 skins were offered and market

was generally par to 1d lower. No change in the South American situation.

Shearlings difficult to sell as our domestic market is much cheaper. However, reports indicate that there are no accumulations in the various primary markets.

**Pickled skins spotty.** New Zealand market mixed as while there is a softer tone to the situation and some sales have been made at lower levels, others are at better prices and trades vary from day to day. Most buyers complaining that prices are too high.

Latest reports that "Wallacetown" lambs sold at 90 shillings, "Longburns" at 91 shillings, "Islingtons" at 83 shillings, "Canterbury" at 82 shillings, "Waitaras" at 90 shillings, "Westfields" at 86 shillings, "Feilding" at 88 shillings and "Pictons" at 72 shillings 6 pence. Some "NCF" lambs afloat sold at \$13.25. A little trading in sheep with "CFM" going for 103 shillings 6 pence and "TBS" Canterbury at 97 shillings.

Iranian pickled sheep market is about unchanged. Steady business in spot lots at around the going prices. Domestic market nominally quoted \$9.50-10, based on last confirmed sales.

**Reptiles mixed.** Brazil back cut tejus continue firm at origin with shippers not making many offers. Some complaints that shipments are not coming through as expected.

A small lot of 5,000 15/60/25 assortment held for 68c fob and agent believes could obtain 64c fob, possibly 65c fob, if seller was willing to accept this figure. Other sales reported as low as 61c fob, but these usually include 10% small primes or large seconds. Otherwise, there is very little demand for skins.

Offerings of alum tanned ramgodies, 10 inches up, averaging 13/14 inches at 12c failed to interest buyers. Offerings of whips and alligator skins but very little interest in these now.

**Deerskins wanted.** Demand for deer leather exceedingly active and apparently supplies this year are considerably below last and may not be sufficient to cover the demand for civilian production.

New Zealand skins have sold at 70c c&f and that was bid for more but shippers either not offering or else talking higher. Siam market very firm as Japan continues to take most of the available supplies.

Brazil market somewhat easier on buyers who have reduced their ideas

for "Jacks" to 59c, and even less, basis manufacturers. Last sales were at 61-62c, basis manufacturers.

**Pigskins slack.** Demand is not quite as active as Europe seems to have withdrawn and not as keen for offerings as several weeks back. On some late offers of Para grey peccaries, seller is soliciting bids. Last confirmed sales at \$1.50 fob, basis importers with blacks at 90c fob.

Some interest developing in black peccaries but only at a price. Heretofore, demand only for greys with quite an accumulation of blacks in Fulton County.

## Goatskin Prices

INDIA & PAKISTAN	Today	Last Month
Amritsars (1200 lbs.)	\$9-9 1/4	\$8 3/4-9 1/4
Best Patnas	Nom.	Nom.
Muzaffarpurs	Nom.	Nom.
Dinajpurs	Nom.	Nom.
Dacca	Nom.	Nom.
Calcutta Kills	Nom.	Nom.
Coconadas (1.70/1.80 lbs.)	\$9 1/4	\$9 3/4
Deccans (1.70/1.80 lbs.)	\$9 1/4	\$9 3/4
CHINAS		
Szechuans, lbs.	Nom.	Nom.
Hankows, lbs.	Nom.	Nom.
Chowchings, dz.	Nom.	Nom.
MOCHAS		
Berberahs	\$8.67 1/2-9	\$8.25
Hodeldahs	\$4.50	Nom.
Baties	\$11-12 1/2	\$10 1/2-11 1/2
Batie types	\$10.15	\$9 3/4-10
Addis-ababas	Nom.	\$8.50
AFRICANS		
Algiers	Nom.	Nom.
Casabiancas	Nom.	Nom.
Marrakeesh	Nom.	Nom.
Constantines	Nom.	Nom.
Orans	Nom.	Nom.
Tangers	Nom.	Nom.
West Province Ex. Lts.	48c	Nom.
Port Elizabeth Ex. Lts.	46c	Nom.
Nigerians, lbs.	\$1.06	\$1.03-.06
Mombasas, dz.	\$9.35-10 1/4	\$9.35-10 1/4
LATIN AMERICANS		
Mexicans		
Matanzas, etc. (flat)	45c	Nom.
Oacnacs	Nom.	Nom.
Venezuelans		
Barquisimets	40c	39 1/2-40 1/2 c
Coros	40c	39 1/2-40 1/2 c
Maracaibos	Nom.	Nom.
La Guayras	Nom.	Nom.
Colombians		
Rio Hache	Nom.	Nom.
Bogotas	Nom.	Nom.
West Indies		
Jamaicas	75c	74c
Haitians	43-44c	43-44c
San Domingos	Nom.	Nom.
Brazils		
Cearas	85c	87c
Pernambucos	85c	87-90c
Bahias	Nom.	88c
Argentines		
Cordobas/Santiagos	48-50c	48-50c
Pampas	Nom.	Nom.
Peruvians		
Paytas	45c	45c
Ayacuchos	46c	46c

# NEWS QUICKS

About industry happenings coast to coast

## Illinois

• On the evening of March 8, Chez Paree, famed Chicago theatre restaurant, will play host to winners of **G. R. Kinney's** sales contest. Kinney, which has 400 retail shoe stores over the country, sponsors the contest annually.

## Maine

• Production will get under way by April 1 at new **Sandler Harmony Shoemakers** factory in Harmony. Company will manufacture hand sewn loafers.

## Massachusetts

• **Hartman Shoe Manufacturing Co.**, Haverhill, manufacturer of Han-nahson shoes, has reached an agreement with John Robert Powers to manufacture and sell a new line of women's shoes to be called Powers Model. This line will be ready in the fall and will be priced from \$9.95 to \$11.95.

• **Haverhill's** shoe workers were described last week as "the fortunate ones" by officials of the state employment service. Despite a growing unemployment list, workers employed in local factories of the shoe and allied industry were kept busy. Most shoe firms have enough orders on hand to keep operating with near capacity crews until Easter.

• **Silverite Gutterman Co.**, Boston shoe findings firm, has merged with **Kelfer Leather Co.** of Boston, it is reported. The new firm, located at 212 Summer St., will be known as Silverite Gutterman Co. with John S. Coleman as president and general manager and David Kelfer, treasurer. Louis Gutterman has retired from the business.

• Employees of the former **C. S. Hariman & Son** tannery in North Wilmington have received notice that they will soon receive retroactive wages ranging from \$18 to \$100. Payments, due under an agreement between the firm and International Fur and Leather Workers Union, will be made from the estate of the late C. S. Hariman.

• **Quinn & Delbert Shoe Mfg. Co.** has been organized to manufacture ski boots, engineers boots and other types of boots in Marlboro, Mass. Officers are William G. Quinn, formerly superintendent of John A. Frye Co.,

Inc., and Fernand Delbert of Waban, Mass. The new firm, occupying space formerly used by Brennan Shoe Co., will be opened about March 15 with some 75 workers and daily production of about 600 pairs.

• Directors of **Compo Shoe Machinery Corp.**, Boston, have declared a regular quarterly dividend of 17½¢ per share on common stock. This is the corporation's 87th consecutive dividend and is payable March 15 to stockholders of record March 5.

...they **STICK!**  
...they **ELIMINATE**  
**PRODUCTION TROUBLES**

**HAD-U-TEX**

**NATURAL and SYNTHETIC LATEX CEMENTS** by **HADLEY'S**

They're  
Tailor-made  
for  
All  
Operations

**HAD-U-TEX 807**  
for TOE LASTING

**HAD-U-TEX 809**  
ALL-PURPOSE

**HAD-U-TEX 869**  
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**HAD-U-TEX LATEX CEMENTS ARE CORRECT FOR...**

- GREATER BOND STRENGTH
- LONGER TACK LIFE
- FAST ACTION
- CONTROLLED VISCOSITY
- ECONOMY

SEE YOUR NEAREST REPRESENTATIVE OR WRITE US DIRECT

**HADLEY BROS.-UHL CO.** SINCE 1919  
514 CALVARY AVE. • ST. LOUIS 15, MO.

## New Hampshire

- Booklet entitled "We Located in Manchester, N. H.," which has been published by Manchester Industrial Council, includes a statement by Harold Goldberg, vice president and general manager of **Evangeline Shoe Co.**, Manchester. Brochure shows success of some leading manufacturing firms in the area.
- **Sibulkin Shoe Co.**, Manchester, manufacturer of women's novelty shoes, is planning to increase its pro-

duction and possibly make an addition to its plant.

- Pittsfield's next annual town meeting will affect status of **Pittsfield Shoe Company** which leases its factory from the town. Authority will be sought from the voters to exchange factories owned by town and Adams Brothers, Inc., which presently leases town factory on Catamount St. and leases to town their Joy St. buildings. If exchange plans are adopted a portion of Joy St. land will be sold to

Pittsfield Industries, Inc. for one dollar.

- Wage increases have been granted to maintenance employees of **Brown Shoe Co.**, Berlin, manufacturer of shoe innersoles and other products. Pay boosts, which bring Brown's rates in line with scale for pulp and paper industry in the area, range from two to six cents an hour, depending on job classifications. In addition, it was agreed by both union and management that "no employee shall have right to refuse to remain for overtime work without a justifiable reason."

## New Jersey

- **American Cyanamid Co.**'s Dye-stuff Department has announced development of two new colors to round out its line of resin fast dyes. Both dyes—Calcodur Resin Fast Gray 2G and Calcodur Resin Fast Gray B—have been developed especially for dyeing viscose or cotton fabrics finished with durable resin finishes. The 2G is green-gray while B is a full blue shade gray.
- **Whirlers, Inc.**, of New York City, has leased new quarters at 105 Westminster Pl., Garfield, where it will set up headquarters. The firm is a footwear wholesaler.

## New York

- **Modern Footwear Corp.** of Brooklyn is reported to have moved from 415 Bedford Ave. to 141 Spencer St. where it will have larger quarters. The firm, about five years old, manufactures soft-soled slippers.
- Sales of **Melville Shoe Corp.**, New York City, for the period Jan. 1-30, totaled \$5,430,198, a decline from Jan. 1953 when sales amounted to \$5,612,333.
- **S & W Shoe Co.** has been organized to manufacture men's sandals at 30 Fayette St., Brooklyn. Officers are Carl Sussman and Rachmel Winoker.
- **The Boot and Shoe Travelers of New York, Inc.**, will hold its next semi-annual Market Week May 2-6 during the Popular Price Shoe Show of America. Members will hold open house at offices in the Marbridge Bldg., Empire State Bldg. and the Hotel McAlpin. A breakfast-meeting will be held Tuesday morning, May 4, at the McAlpin.
- **The Shoe King, Inc.**, has been organized in New York to deal in men's



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**"It's Timber-Tanned"**

**Tanners of**  
**SHELL CORDOVAN**  
**BUTTS**  
•  
**SIDE LEATHERS**

"Glengarry" and Corrected Grains  
"Chromexcel" Retan and Waterproof  
Athletic Goods Leathers

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2015 ELSTON AVENUE • CHICAGO, 14

NEW YORK, 36  
HERMANN LOEWENSTEIN, INC.  
36 FERRY ST.  
BOSTON, 11  
KAYE & BARNES, INC.  
93 SOUTH ST.



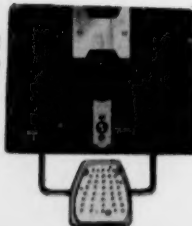
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**BEVERLY DIES**

**Better than you ever thought they could be made.**  
**Try them and be Convinced!**



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And as always the finest Walker, Clicker, Mallet Handle, Freeman Model N and all other types of Cut-Out, Perforation and Marker Dies.



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Associate:  
**NEW ERA DIE CO.** Mapleside Place, Red Lion, Pa.



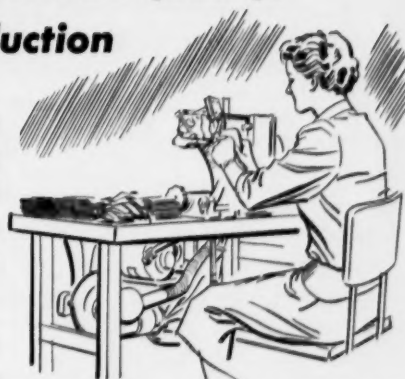


## THE **USMC** SEAM REDUCING MACHINE — MODEL A

***gives you backseams of hand-rubbed quality,  
at a high rate of production***

This new United machine will reduce backseams by removing a small portion of stock from both edges of the upstanding section of the seam. The remaining stock is rubbed down and over to effectively reduce the seam. In the finished shoe, it has a smoothness and evenness heretofore unobtainable except by arduous hand work.

"Snakey" backseams are overcome even though quarters are not matched for texture or weight. Strain on stitches in this operation is eliminated and strain on the seam at lasting is greatly reduced, thus overcoming the problem of broken backseams.



**IMPORTANT MECHANICAL FEATURES**  
Positive feed mechanism . . . treadle operated deflector for right or left dog-ear backstays . . . inside of machine splash lubricated . . . pre-lubricated external bearings.

**UNITED SHOE MACHINERY CORPORATION**  
**BOSTON, MASSACHUSETTS**

and women's shoes. No details are available as yet.

• The **National Luggage and Leather Goods Show**, sponsored by the Luggage and Leather Goods Manufacturers of America, Inc., will be held April 4-8 at the New Yorker Hotel, New York City. The Association is also sponsoring National Luggage & Leather Goods Week from May 15-22 and will hold its annual convention May 22-25 at Atlantic City, N. J.

• **General Dyestuff Corp.** has announced the release of a new circular for the tanning trade. The circular is G-769—Indian Brown 3-G. and describes a new straight acid dyestuff of the Resorcine type suitable for all general leather dyeing and especially for finish coloring by spray or brush. The dyestuff produces full orange shades of brown on both vegetable- and chrome-tanned leathers.

• Formation of a plastic sales group has been announced by **Hooker Electrochemical Co.** of Niagara Falls. The new group, headed by Charles Y. Cain who has been promoted to manager of plastic sales, will handle sales of Hooker's new fire-resistant polyester resin named "Hetron."

## Ohio

• **Textileather Corp.** of Toledo is building two new warehouses and employee parking lot at a cost of over \$200,000. The firm makes plastic coated fabrics and other products.

## Pennsylvania

• **R. S. Pitts Mfg. Co.** reports it will shortly complete its new factory at 441 Pine St., Hanover, where it will have 20,000 square feet of floor space available. The new plant is described as one of the most modern of its kind and the company plans to occupy it within the next month. Pitts produces a line of flexible insoles and moulded fibre counters for the shoe trade.

• **Hussco Shoe Co.** of Honesdale has appointed two new distributors to carry the Huskies line of sport shoes, flats and moccasins west of the Rockies. **Breyman Leather Co.** of Portland, Ore., will cover the states of Washington, Oregon and Western Idaho. **Glaser Shoe Co.** of San Francisco will serve Northern California, Nevada, and Southern Oregon.

## Tennessee

• In a recent election held by National Labor Relations Board employees of **Brown Shoe Company's** Dyer plant voted to affiliate with Boot and Shoe Workers Union of America, AFL.

• Bond issue was voted recently by Houston County Court which provides \$55,000 for doubling the plant occupied by **Culver Shoe Company** at Erin. The bond issue will be underwritten by rental and other revenue sources.

## Vermont

• **Perfect Wood Heel Corp.**, Rutland, manufacturer of wedgie heels for women's shoes, has ceased production and will leave Rutland due to high overhead costs. Company is owned by Honeybugs, Inc., a New York corporation.

• **Vermont Shoe Co.**, Lyndonville, manufacturer of California process play shoes for women, is back in production after a recent fire and is now making 1,000 pairs of shoes a day. Production is expected to increase to 2,000 pairs within next few weeks.

### An Open Letter To Leather and Shoe Manufacturers:

PROBABLY no industry suffers greater losses from dry air during the winter heating season than does yours. Have you checked recently the cost of hardening, cracking, weight loss, inferior appearance of your leather caused by excessively dry air in your plant?

These losses are not necessary. **Armstrong Machine Works**, with the cooperation of leading leather and shoe manufacturers, has developed a *guaranteed*, low cost means of humidification... one that usually pays for itself the first year it is installed.

Why then, in face of this proved solution, should *any* plant put up with dry air headaches? It costs nothing to take a look. Simply fill in and mail the coupon below.

#### ARMSTRONG MACHINE WORKS

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- ☐ O.K. Have your Representative call.  
☐ Send literature only.

Name \_\_\_\_\_

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CLIP TO YOUR LETTERHEAD AND MAIL

## REACH the Right People!

... those who are most likely to need what you have to sell.

• You can do it—very easily too!—with a one inch single column "Want Ad"—for \$2.50 a week—certainly not an obstacle to keep you from utilizing this valuable resource! ... in the magazine voted first choice by shoe and leather manufacturers through nation-wide polls.

• Use L&S "Want Ads" to attract the attention of practically all those you want to reach. It's the easiest and most effective way.

• Mail your "Want Ad" in — now — to:

**LEATHER and SHOES**  
300 W. Adams St.  
CHICAGO 6, ILL.

## Wisconsin

• Two women strikers at the **Albert Trostel Packing, Ltd.**, plant in Milwaukee have been charged with assault and battery against a non-striking woman employe of the firm. Some 90 members of the AFL International Association of Machinists' Lodge 1667 have been on strike since Jan. 29.

• **J. A. Cormack**, Advertising, Milwaukee agency, has changed its name to **Cormack-Imse-Beaumont**, Advertising, Inc. Gordon Imse joined the firm in Jan. 1953.

## Austria

• **Vienna's famed International Trade Fair** will be held March 14-21 this year. Many leather products will be shown at the fair where the communist world convenes annually.

## West Germany

• **The International Trade Fair**, Frankfurt, will be held March 7-11. Of the 3500 displays, many will be leather products of new design.

## Canadian Notes

• The latest nationwide survey of Canada's manufacturers of **boots and shoes**, except rubber footwear, reveals 19,041 employes on Dec. 1 last and their average weekly salaries and wages rose to \$38.95 against \$38.20 on Nov. 1. Average hourly earnings continued to increase, reaching 94.5 cents on Dec. 1 last against 90.7 cents a year earlier.

Hours of work per week dropped to 38 on Dec. 1 from 40.5 a year earlier and employment index dipped to 91.7 from 98.3, based on 1949 being 100. Of the 19,041 employes on Dec. 1, men comprised 10,496 and women 8,545 or 55.1% men and 44.9% women, whereas a month earlier men made up 55.5% and women 44.5%.

• The British Columbia Government is planning to exempt **children's wear**, and boots and shoes from the 3% sales tax at this session of the provincial legislature.

• An estate of over \$100,000 was left by the late **William Thomas White**, retired Canadian wholesale footwear

dealer, according to a will filed for probate in Surrogate Court, Ottawa.

• Canadian imports of **tanning and dyeing materials** increased to \$10,421,000 during the first eleven months of 1953 as compared with \$8,922,000 in 1952.

• **Canadian Industries Ltd.**, manufacturer of chemicals for the leather and other industries, has submitted to its shareholders a plan for reorganization of the company to be considered at special meetings of each class of shareholders April 27. The plan, unanimously recommended by the directors, divides the company into two distinct companies which, between them, would succeed to the entire business and operations of the company.

The plan was designed by CIL's two principal shareholders, Imperial Chem-

ical Industries Ltd., of United Kingdom, and E. I. duPont de Nemours & Co., of United States, and if approved, would be effective July 1, 1954.

• Canadian footwear **wholesalers' sales** during the past twelve months of 1953 fluctuated considerably from month to month, showing gains in five monthly periods, ranging from 0.5% in Aug. to 12.6% in Feb., and losses in remaining seven months, ranging from a drop of only 1.7% in March to 24.5% in Oct.

On a monthly basis, such wholesalers' footwear sales in 1953 showed following: Jan., + 11.4%; Feb., + 12.6%; Mar., - 1.7%; Apr., + 10.9%; May, +4.1%; June, - 3.2%; July, - 3.8%; Aug., + 0.5%; Sept., - 11%; Oct., - 24.5%; Nov., - 8.9%, and Dec., - 7.2%.

• Latest nationwide survey of the **leather footwear industry** of Can-



In the picture

# Strippings

IN A  
WIDE RANGE OF COLORS AND COMBINATIONS

Write for samples and prices **PROMPT SHIPMENT**

**GAYWOOD**  
 "SHOE TRIMMINGS"

1906 PINE ST. • ST. LOUIS 3, MO.

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 J. P. McGrath & Son, Rochester, N. Y.  
 P. C. Fernandez & Co. Ltd., Havana, Cuba  
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Agents in Many Foreign Countries

## Brazilian Leathers

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### Schlossinger & Cia. Ltda.

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## ORMOND

Roller-Non Roller  
Steel or Brass Base  
Graceful lines Smooth metal work  
Fine finishes Formed tongues

Gilt Bronze  
Nickel Gunmetal Colors  
Representatives in all centers

Complete **Ormond** Write for  
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# Huch for

**genuine shell cordovan — "the platinum of leathers" — for shoes, men's belts, military belts and holsters, and shark print cordovan for tips on children's shoes.**

**The Huch Leather Co.**  
1525 W. HOMER STREET • CHICAGO 22, ILLINOIS

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**BARBOUR**  
*Sturmwind*  
ALL-LEATHER



"WEATHERSTRIPS"  
YOUR  
SHOES

**BARBOUR WELTING COMPANY**  
BROCKTON 68, MASSACHUSETTS

Here are

**3**

SHOE PRODUCTS  
THAT SAVE PENNIES



**INNERSOLES**  
**PLATFORMS**  
**WEDGIES**

**LYNN INNERSOLE CO., ALLSTON, MASS.**

ada indicates that value of inventories continued to advance and value of shipments is steadily declining. Inventories of leather footwear makers advanced to 159.5 in Nov., 1953 against 153.1 in previous month and 144.8 in same month a year earlier, based on 1947 being 100, while shipments dropped again to 75.4 in Nov., against 101.1 in preceding month and 116.6 in this period a year earlier.

• **Les' Boots and Shoes**, Parkhill, Ont., has made an assignment in bankruptcy and Fred O. Kime, London, Ont., has been appointed custodian of the estate.

• **Five Canadian rubber companies**, which pleaded guilty to operating a combine in certain phases of rubber industry and were fined \$10,000 each, have appealed in Toronto court against an order restraining them from continuing or repeating operation of a combine. Companies contend that an amendment to the 1952 Combines Act, under which the prohibition was made, has no legal effect.

The five companies appealing the order are Goodyear Tire & Rubber Co. of Canada Ltd., B. F. Goodrich Rubber Co. of Canada Ltd., The Dominion Rubber Co., Ltd., Dunlop Tire & Rubber Goods of Canada, Ltd., and Gutta Percha and Rubber Ltd.

## Fair and Forty

This year White & Hodges, Inc., Everett, Mass., producer of raw oils and chemicals for the tanning industry, marks its 40th year in the business. The firm started operations in Boston on Sept. 1, 1914 as the Frank W. Kimball Co. and produced only six products then universally used by tanners.

Frank Kimball died in 1920 and the business was taken over by Alfred C. White and Theodore Hodges, the firm's two leading salesmen. White died in 1947 and Hodges became sole owner.

Adelaide Powell has headed the export department since it was established in the mid-30's. Clerk is George Naylor.



## CLASSIFIED ADVERTISING

### Wanted and For Sale

#### Attention: Shoe Manufacturers

IF YOU ARE IN NEED of any special cutting of either soles or lifting, we can handle your work quickly and efficiently. No order is too small or too large. Prompt attention will be given.

Fort Dearborn Cut Sole Co.,  
3306 W. Roosevelt Rd.,  
Chicago 24, Ill.

#### Salesman

10 years' experience, calling on men's, women's and children's shoe factories in Maine, New Hampshire and Mass., looking for an additional line. Product must be competitive and dependable. Address Box P-4, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

#### For Sale

115 plate glass pasting frames, without glass, for Speco dryer. Good condition. Size of frame 70-3/16" x 142-3/16", made of 1 1/2" extra heavy pipe.

Address B-20,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### Blue Splits for Sale

TRIMMED AND SORTED for weight and grade. Large quantities. Steady supply. Tell us what you are making and we will furnish a suitable selection.

Address C-1,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### For Sale

CHILDREN'S AND MEN'S stitchdown shoe and slipper factory located in New England. 75 cases per day capacity. Low rent and overhead. Cheap labor. Plenty of experienced and inexperienced help available. Send inquiries to Box Q-1, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

### Help Wanted

#### Salesman Wanted

SALESMAN WANTED to handle sole leather products for the Finding Trade. (Many territories open.) State previous experience. Commission basis. For full particulars, write to B-14, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

#### Splitting Mch. Operator

SPLITTING MACHINE OPERATOR WANTED to work on dry oak curved shoulders. Established New England firm.

Address B-18,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### Glove Cutter

EXPERIENCED WORK GLOVE CUTTER — Must be capable of instructing new help. Excellent opportunity with a well-established firm in Western New York State. Good chance for advancement. Write, giving age, experience, and references—to C-3, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Rates

Space in this department for display advertisements is \$8.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Monday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.  
300 W. Adams St. Chicago 6

### Situations Wanted

#### Tanner

SPECIALIZING IN DEVELOPMENT of newer side-leather processes, and revamping costly operations to be more competitive in today's market. Full or part-time basis.

Address B-19,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### Salesman

Are you looking for an experienced and capable leather salesman? This man has exceptionally good and widespread contacts in New England. Personally acquainted with most important buyers. Best of references. Apply Box P-6, Leather and Shoes, 10 High St., Boston 10, Mass.

#### Leather Salesman or Buyer

POSITION WANTED as leather salesman or leather buyer. Have 14 years' experience in this line of work. Am 32 years of age, single and willing to relocate.

Address C-2,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### Tanner

TANNER, 30 years' experience, specializing in vegetable tanning, capable of tanning any wanted leather, desires position. Address

Box Q-2,  
c/o Leather and Shoes,  
20 Vesey St.,  
New York 7, N. Y.

#### Leather Man

EXECUTIVE, over 30 years of know-how, offers his experience in production, liaison and selling calf-goat and sheep to varied leather goods trades. New York Metropolitan area. Address inquiries to Box Q-3, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

# SAVE TIME

cementing

Innersoles  
Sock Linings  
Heel Pads  
Boxtoes



You will save 35% cementing time. Schaefer Cementers completely and uniformly latex die-cut pieces of leather, cloth, faille, leatherette, fibre and paper.

ASK FOR 10 DAY FREE TRIAL OFFER

SCHAEFER MACHINE COMPANY, INC.

69 Carbon Street, Bridgeport, Connecticut

Tel.: Bridgeport 68-2250; New York City

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AGENTS IN PRINCIPAL CITIES

## What are the facts about CANCER OF THE LUNG...?

JUST 20 YEARS AGO, in 1933, cancer of the lung killed 2,252 American men. Last year, it killed some 18,500.

WHY THIS STARTLING INCREASE? Our researchers are finding the answers as rapidly as funds and facilities permit—but there isn't enough money.

DOCTORS ESTIMATE that 50% of all men who develop lung cancer could be cured if treated in time. But we are actually saving only 5%...just one-tenth as many as we should.

WHY?—Many reasons. But one of the most important is not enough money... for mobile X-ray units, for diagnosis and treatment facilities, for training technicians and physicians.

THESE ARE JUST A FEW of the reasons why you should contribute generously to the American Cancer Society. Please do it now! Your donation is needed—and urgently needed—for the fight against cancer is everybody's fight.

### Cancer

MAN'S CRUELEST ENEMY

Strike back—Give

AMERICAN CANCER SOCIETY



## Coming Events

April 4-8, 1954—Advance Boston Fall Shoe Market Week. Sponsored by New England Shoe and Leather Association. Hotels Statler and Touraine and manufacturer showrooms in Boston.

April 25-28, 1954—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association. Leading St. Louis hotels.

May 2-6, 1954—Popular Price Shoe Show of America. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

May 10-11, 1954—Annual Spring Meeting of National Hide Association. Sheraton-Cadillac Hotel, Detroit, Mich.

May 13-14, 1954—Annual Spring Meeting of Tanners' Council of America. Bedford Springs Hotel, Bedford, Pa.

June 7-10, 1954—Annual Convention. American Leather Chemists Association. Bedford Springs Hotel, Bedford, Pa.

July 5-8, 1954—Golden Anniversary Convention of Shoe Service Institute of America. New Yorker Hotel, New York City.

July 11-14, 1954—Baltimore Shoe Show, sponsored by Baltimore Shoe Club, Inc. Lord Baltimore Hotel, Baltimore, Md.

Aug. 31-Sept. 1, 1954—Showing of American Leathers for Spring and Summer 1955. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Oct. 24-27, 1954—National Shoe Fair. Sponsored by National Shoe Manufacturers and National Shoe Retailers Association. Palmer House and other Chicago hotels.

Oct. 28-30, 1954—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago.

Feb. 19-22, 1955—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherland Plaza Hotel, Cincinnati, O.

## Deaths

**Harrie V. Schieren** . . . 72, *leather executive*, died Feb. 27 in Daytona Beach, Fla., after a long illness. Son of the late Mayor Charles A. Schieren of Brooklyn, he himself was former president of Charles A. Schieren & Co., Philadelphia manufacturer of leather belting. He had retired in 1940. An amateur photographer of note, he was a Fellow of the Royal Photographic Society and had exhibited his pictures in the U. S. and abroad. He was also the author of two novels: "Hilltop Farm" and "The Quitter." Surviving are his wife, Alice; a son, Carl V.; a daughter and five grandchildren.

**William A. Traud** . . . 66, *machinery executive*, died Feb. 22 in Newark, N. J. He was a partner in Traud Machine Co., Newark manufacturer of leather working machinery and had been active in the industry for the past 40 years, holding patents on the Traud Automatic Shaving Machine. He leaves his wife, Natalie; a sister, Martha E., and two brothers, Edgar C. and Alexander, Jr.

**Nathan Rosenbaum** . . . 69, *shoe executive*, died recently in Jewish Hospital, Cincinnati, O., after a short illness. He was financial manager of Dan Cohen Co., large retail shoe chain which operates 65 shoe stores in the midwest. A veteran of the shoe business, he had been associated with the firm for the past 52 years. He was a member of the Masonic order and the Shrine. He leaves a son, a daughter, a sister and grandchild.

**Albert G. Nauen** . . . 58, *hide and skin broker*, died recently at his home in Cambridge, Mass., after a long illness. He was general office manager and assistant treasurer of Simons Hide & Skin Corp., Boston hide broker. A native of Germany, he came to the U. S. in the early 1930's and joined General Hide & Skin Corp. He joined Simons in 1946 and helped develop the firm's foreign business. He was active in charitable affairs.

(Other Deaths on Page 30)

## Index to Ads

Amalgamated Leather Co's., Inc.	46
American Cyanamid Co.,	
Ind. Chems. Div.	Back Cover
American Extract Co.	28
Andrews-Alderfer Co.	25
Armour Leather Co.	33
Armstrong Cork Co., Shoe Prods. Dept.	23
Armstrong Machine Works	42
Atlas Tack Corp.	34
Barbour Welting Co.	44
Boston Machine Works Co.	17
Brockton Cut Sole Corp.	27
Campello Shank Co.	20
Carr Leather Co.	31
Cosma Shoe Mch. Div. of Pan American Trade Development Corp.	3
Eagle-Ottawa Leather Co.	34
Eberle Tanning Co.	32
Gaywood	43
Hadley Bros.-Uhl Co.	39
Heminway & Bartlett Mfg. Co., The	5
Horween Leather Co.	40
Huch Leather Co., The	44
Independent Die & Supply Co.	40
International Ticket Co.	30
Korn Leather Co.	30
Lawrence, A. C., Leather Co.	7
Legallett Tanning Co.	19
Linen Thread Co., Inc., The	24
Los Angeles Tanning Co.	31
Lynn Innersole Co.	44
Markem Machine Co.	26
Mutual Chemical Co. of America	37
Ormond Mfg. Co.	43
Pepperell Mfg. Co.	9
Quirin Leather Press Co.	35
Rerpro Inc.	47
Robeson Process Co.	35
Ross, A. H., & Sons Co.	33
Rueping, Fred, Leather Co.	2
Salem Oil & Grease	35
Schaeffer Mach. Co., Inc.	45
Schlossinger & Cia., Ltda.	43
Socony-Vacuum Oil Co., Inc.	11
Tanexco, Inc.	36
Tannade Co., The	29
United Shoe Machinery Corp.	6, 12 and 41
Vulcan Corp.	21
Wolf, Jacques, & Co.	36



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